Most Widely Read Weekly Newspaper In San Diego County -- We Circulate!

Always Boosting Ocean Beach, Mission Beach, Pacific Beach and the Entire Point Loma Peninsula

KIRK SMITH
Editor-Publisher
4829 Saratoga Avenue
Ocean Beach, Calif.
Phone, Bayview 0017

THE BEACH NEWS

Promoting the Prosperity of Point Loma and the Beach and Bay Districts of San Diego

EIGHT PAGES
SUBSCRIPTION
$1.00 per Year in
San Diego County
$1.50 a Year anywhere
outside San Diego

FIFTH YEAR, No. 46 | OCEAN BEACH, CALIFORNIA | Saturday, October 1, 1927 | PHONE, BAYVIEW 0017 | FIVE CENTS THE COPY

"Buy At Home"—Patronize Your Community Merchant | "Buy At Home"—Patronize Your Community Merchant | "Buy At Home"—Patronize Your Community Merchant

MISSION BAY TIDELANDS

CITY OFFICIALS ADVISED TO OBTAIN CONTROL OF PROPERTY

Recommendations have been made recently to the city council by Superintendent Goeddel of the purchasing bureau, for early action to be taken by the city for obtaining control of the tidelands of Mission Bay, now under the direction of the state harbor commission. Mr. Goeddel asserts that the city should take over the Mission bay tidelands for sanitary reasons and for the future development of these lands.

NEW AND OLD MAGAZINES bought and exchanged at Burkhardts, 1925 Bacon Street, O. B.—adv.

STREET IMPROVEMENTS ON POINT LOMA

The city council this week authorized the improvement of parts of Rosecrans street, Shadowland street, Locust street, Ranleigh court and Yeola court under the Mattoon act. The petition represented 100 per cent ownership because the work is to be done at the expense of the subdividers of the property on Point Loma.

Councilman Maire is recorded as stating that he believed the council should always require that a large majority of the property owners approve Mattoon proceedings before the council permits any work to be put through under that plan.

STRAND THEATRE

Saturday, Fred Thomson and his miracle horse, Silver King, in "Lone Hand Saunders." No one had dared to ask about his past. No one had ventured to be his friend. No one had questioned his leadership. No one had guessed why his right hand never left his pocket. No one had known why he did everything with his left hand. It is a colorful romance of the West that is throbbing with the spirit of the desert and the fragrance of sage and mesquite. The News Weekly and "Wandering Willies" comedy.

Sunday and Monday, Adolphe Menjou in "Service For Ladies." Menjou is once more in Paris, but his heroine is an American girl, who meeting him outside the hotel where he is employed, considers his dress the mark of a gentleman of her own class. He does not disillusion her and the succeeding complications supply Menjou with a high speed light comedy plot that gives him another excellent opportunity for one of the deft characterizations which have made him so popular in the film world. Fables, Topics of the Day and "Spanking Breezes" comedy.

Tuesday and Wednesday, Wallace Beery and Raymond Hatton in "Firemen Save My Child." A roaring, blazing third alarm of laughter, a furnace of fun, a comedy that first takes a poke at hypocrisy, then wins sympathy for the buddies and finally closes with a superheated thrill of flame, smoke and water. Beery, Hatton, Sutherland and Brice are the Four Horsemen of Hilarity that is causing international hysteria. The News Weekly and "Snookums Cleans Up" comedy.

Thursday and Friday, Viola Dana, Nat Carr and Vera Gordon in "Kosher Kitty Kelly." Can a man come between the girl he loves and her brother? Can a girl's heart become reconciled to duty being greater than love? Can a cop change his code of honor when the boy involved is the girl's brother? Can a girl ever forget and forgive? This is one of the problems that face "Kosher Kitty Kelly. "High Sea Blues" comedy and "Flashing Oars" another Collegian junior feature.

MILLIONAIRE MERCHANT ACHIEVED SUCCESS WITH NEWSPAPER PUBLICITY

John Wanamaker made millions as a retail merchant. Of newspaper advertising he said:

"When the times are hard and people are buying is the very time that advertising should be heaviest.

You want to get the people in to see what you have to sell, and you must advertise to do that.

When the times are good they will come largely of their own accord, but I believe in advertising all the time."

Kodak Finishing—Froide—Bacon St.

BROADCAST LECTURE ON CHRISTIAN SCIENCE NEXT THURSDAY

Residents of Ocean Beach will have an opportunity to hear an authorized lecture on Christian Science on Thursday, October 6, at 12:10 noon, when the Christian Science lecture of W. Stuart Booth, C.S.B., of Denver, Colorado, is to be broadcast over Radiocasting Station KFI (640 kc.) from Philharmonic auditorium, Los Angeles. Mr. Booth is a member of the board of lectureship of the Mother church, the First Church of Christ, Scientist, in Boston, Massachusetts.

Photographs—Froide—Bacon St.

NEW KITCHENWARE AND HOUSEHOLD SUPPLIES RECEIVED AT RICHLEY'S

A large and varied assortment of kitchenware and new household supplies and heating stoves have been received and placed on display at Richley's on Bacon street between Santa Monica and Newport avenues. Housewives are cordially invited to inspect the latest stock and prompt and courteous attention is always assured. Other lines include paints and hardware and garden implements, while a specialty is made of feed, fuel and seeds in any quantity at down-town prices. Orders are also filled for roofing materials of all kinds. The phone is Bayview 0020-W.

Stationery—FROIDE'S, Bacon st.

BURGLARY AT BEACH

Police reports show that burglars last Tuesday entered the Selyer residence at 4816 Niagara avenue and stole a phonograph and 100 records, coats and dresses and a quantity of other apparel.

A Sunset Fancy

Written for "The Beach News" by NELLIE G. FOSTER

'Tis evening, and once more the sun has passed
Beyond our view, to shine on far off lands,
Beyond that restless surging sea so vast,
To distant shores and to foreign strands.

Reflected still on those silvery sands,
Mirrored beauty and opalescent gleam,
With clouds of rose and gold, and bright-hued bands,
Colors and shades as from an artist's dream.

And as I watch those sunset clouds so bright,
Seems to me, that thro' that bright radiant way
A pathway opens, to a land of light,
Where it's sunrise, and not the close of day.

And on those soft billowing clouds I see,
Weary souls going home to that dear land,
Where that sweet welcome waits for you and me,
Across the threshold of that yon bright strand!

Oh glorious sunset, and surging sea!
What is thy message to the soul of man?
Art thou not telling——"Life shall endless be";
Not stagnation, but Action—God's great plan!

S. D. A. & N. Academy

TEACHING STAFF INCREASED BY PRESIDENT DAVIS

Three new members have been added to the teaching staff at the Army and Navy academy to meet the growing needs of its large enrollment. The new faculty members include Max Houser, graduate of Notre Dame university in 1915, with an L.L.B. degree; William E. Evanston, graduate of Colgate university, and Lieut. H. A. Blanchard, a graduate of Drake university, Des Moines. Lieut. Blanchard for the past two years has been director of athletics at Hollywood Military academy, and will have a combination of this line of activity with some classroom duties at the academy junior school.

APPOINTED DELEGATE FROM HIS ALMA MATER

Col. Thomas A. Davis, president of the San Diego Army and Navy academy, has been named as delegate from his Alma Mater, the University of Tennessee, to represent that institution at the inauguration of President Ernest James Jaqua at the new Scripps College for Women to be opened October 12 to 14 at Claremont, Calif.

BIG DINNER FORTHCOMING

The Mission Beach chamber of commerce, will sponsor the big dinner to be given by the County Development federation on Tuesday evening, October 18 at the Misison Beach casino, beginning at 6 o'clock.

'Twixt Bay And Spray

M. B. CHAMBER MEETS ON OCTOBER TENTH

The Mission Beach chamber of commerce will hold their regular meeting after the summer vacation, on Monday night, October 10, 8 p. m. at the casino. A large attendance is desired as there will be numerous topics up for discussion, among them, the lowering of the car tracks, which will be good news to the residents of the beach, if same can be realized. The progress of the sea-wall, fireplugs, police protection, etc., and other matters of interest to owners of beach property, will come before the chamber, and a large attendance is desired. Come prepared to pay your dues, as the chamber is in need of money to carry on its work. William T. Hart, president of the San Diego County Development federation, will address the chamber, on the improvements of the back country.

Classified Ads Get Quick Results.

NEW PASTOR APPOINTED AT PACIFIC BEACH

Dr. William McCoy has been unanimously called to the pastorate of the Presbyterian church at Pacific Beach. Arrangements have been made for Dr. McCoy to serve as chaplain of the Army and Navy academy, and morning services henceforth will be held in the beautiful assembly hall at the academy, while the Sunday school and other church services and activities will be held in the church building.

PRIZE FOR O. B. SCHOLARS

FIVE DOLLARS IN GOLD FOR PUBLIC SCHOOL PUPIL WRITING BEST ESSAY

School girls and school boys—pupils of the Ocean Beach Public school.

Here's an opportunity to win **FIVE DOLLARS IN GOLD** during the month of October and at the same time show your ability as a writer!

Last week Mr. J. Thos McCoy, of the John B. Hughes realty office at 4999 Voltaire street, won a $5 gold piece given by Mr. James Dougherty for suggesting the winning name of the new "Sunshine" service station at Santa Monica avenue and Bacon street.

Mr. McCoy is highly pleased over his success and the happy thought has come to him of donating a like $5 gold piece to some girl or boy of the Ocean Beach school who writes the best essay on Ocean Beach and Point Loma.

The rules of the contest are very simple. All pupils of the Ocean Beach public school are eligible. The contest will continue for four weeks. Each essay is limited to 300 words. Don't make it too long and be sure to write on one side of the paper only, and sign your name and address. Say just what you think of the many good points of Ocean Beach and Point Loma.

Neatness of composition and brevity and clearness in style, will be considered in selecting the winner. Don't wait! Send in your essay early to Mr. McCoy or to "The Beach News'" office, 4829 Saratoga avenue. The four judges of the best essay will include Miss Kate Spani, principal of the O. B. school; J. Thos. McCoy, of 4999 Voltaire street; F. E. Manning, manager of the Bank of Italy, and Kirk Smith, editor of "The Beach News." Now, girls and boys, put on your thinking caps and win that five dollars in gold. The successful essay and the name of the winner will be duly published in these columns.

WISE MERCHANTS FIND STEADY ADVERTISING BRINGS BUSINESS

The "Linotype News" emphasizes the following facts about newspaper advertising:

All progressive merchants advertise these days, and so do many professional people.

Merchants simply have to advertise to be progressive. They have found that advertising pays.

But some of them would be more progressive if they'd advertise consistently. They advertise when business is good, of course. But they decrease their advertising or eliminate it altogether when business is not so good.

This is just the opposite of what should be the case. The time to advertise more than ever is when business is not so good. That's the way to make it good again—to advertise.

Kodak Films—Froide—Bacon St.

SLING-SHOTS AND AIR GUNS DECLARED DANGEROUS

President Van Dieken of the Humane society has declared war on the users of slingshots, air-guns and bean shooters. It is proposed to invoke a city ordinance providing for a fine of from $5 to $50 and imprisonment of from 2 to 25 days for any persons found guilty of discharging one of these weapons within the city limits. In addition, the humane officer is empowered to confiscate any such weapons.

OPPORTUNITY OFFERED FOR RE-WAXING FLOORS BY ELECTRIC MACHINE

The Ocean Beach Hardware Co. at 5004 Newport avenue announces an excellent opportunity for the re-waxing and polishing of floors with practically no labor and at very moderate cost. Manager R. Howe states that a new electric waxer and polisher can be obtained at a rental of $2 per day or $1.25 for one-half a day and is just as easy to manipulate as the regulation vacuum cleaner. The results are asserted to be remarkably pleasing and entirely satisfactory. The phone number is Bayview 0049.

BUILDING PERMITS

C. S. Harper, stucco cottage and garage, 1858 Chatsworth boulevard; lot 12, blk. G, Point Loma Heights; $5500.

Thursday club, per Quality Bldg, C., stucco club house and garage, 1224 Santa Barbara; $25,000.

On the Air Next Week

The hour from 9 to 10 p. m. will be devoted to a dramatization of "Great Moments in History" by the National Broadcasting company, announces W. W. Deuel, of the Strand Radio and Appliance company. This is one of the new type of popular programs recently introduced over the Pacific Coast network.

The National Opera company under the direction of Max Dolin will present Auber's "Fra Diavalo" on Monday evening from 8 to 9 o'clock. The sparkling "Fra Diavalo" is a typical French opera of the 19th century, and as typical also of its composer, the vivacious Daniel Francois Auber.

Tuesday, October 4, brings the "Rounders" to the radio listeners of the Pacific Coast. This program will be broadcast over the Pacific Coast network from 9 to 10 p. m.

"The Vagabonds" at New Orleans is the title of the National Broadcasting company offering on Tuesday evening, from 10 to 11 p. m.

The National Players under the direction of William Rainey will present Robert Louis Stevenson's "The Young Man With The Cream Tarts" over the Pacific Coast Network, Wednesday evening from 9 to 10 p. m. This is a dramatization of Stevenson's story of Prince Florizel of Bohemia.

The Pacific Division of the National Broadcasting company will present an hour of popular music Thursday evening from 9 to 10 p. m. from their Los Angeles studio.

"Philco Hour" will be broadcast over the Pacific Coast Network on Friday, October 7 from 9 to 10 p. m., when the Philco orchestra will be heard in classical and semi-classical featuring old southern melodies will numbers. An "Hour in Memory Lane" be presented Friday from 10 to 11 p. m.

The usual Saturday Night revue Saturday October 8 from 8 to 9 p. m.

Build, Buy and Bank in Ocean Beach on Point Loma!

Loyalty!

WHETHER planted by an organization or an individual, Loyalty is a seed that propagates a bountiful harvest, particularly when planted in such fertile soil as Ocean Beach on Point Loma!

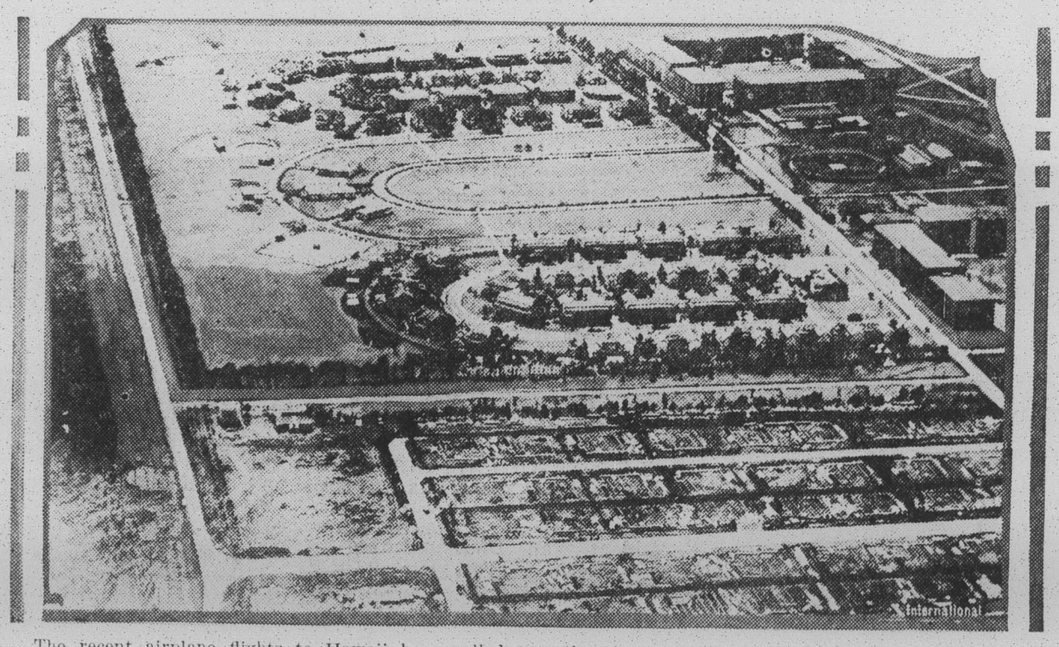
Subscribe to "The Beach News." One Dollar for One Year

Build, Buy and Bank in Ocean Beach on Point Loma!

Chamberlin Warmly Welcomed by His Home Town

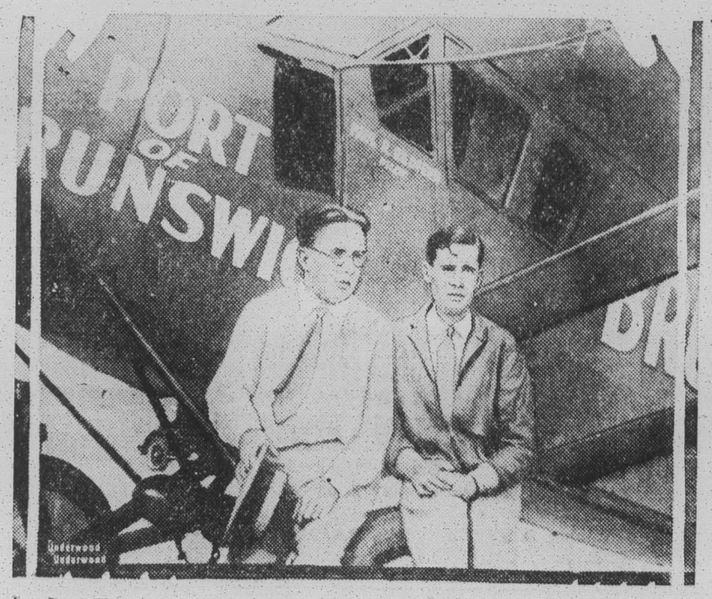
A view of the great crowd in Denison, Iowa, that turned out to greet Clarence Chamberlin when that transatlantic flyer returned to his old home town. Chamberlin is shown standing at right on speakers' stand. In the inset the flyer is seen embracing his mother.

Schofield Barracks, Hawaii, Seen From the Air



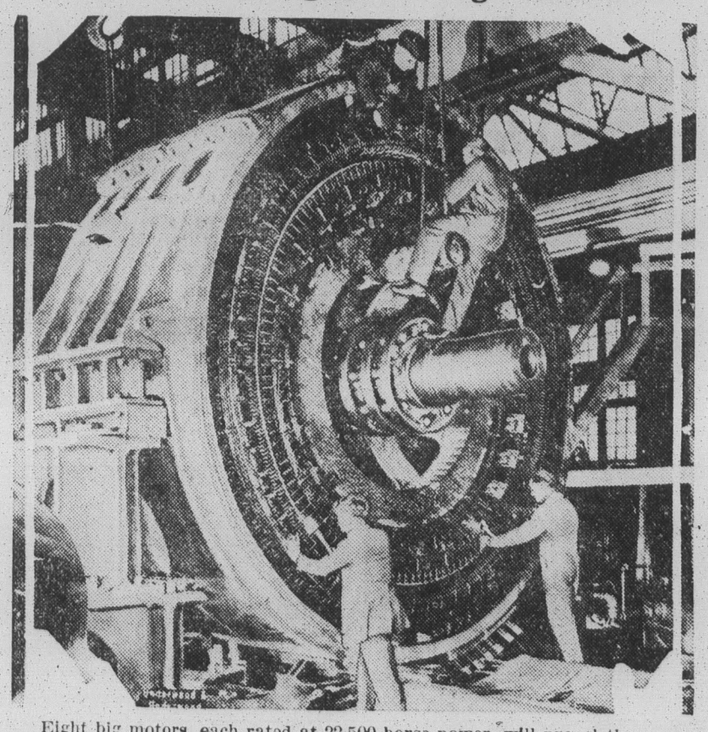
The recent airplane flights to Hawaii have called attention to our military establishment in the islands. Above is an air view of the Schofield barracks.

Redfern Starts on Flight to Brazil



Paul H. Redfern of Brunswick, Ga., started a nonstop flight from that city to Rio De Janeiro, Brazil, a distance of 4,600 miles over the Caribbean sea and the South American jungles. He is shown above (right) with Paul Varner, chairman of the flight committee, beside his plane, Port of Brunswick. Citizens of Brunswick financed the venture.

One of Lexington's Huge Motors



Eight big motors, each rated at 22,500 horse power, will propel the powerful and speedy airplane carrier Lexington now under construction at Quincy, Mass. The motors are 15 feet in diameter and weigh 222,000 pounds each.

MISS NEW YORK

Miss Frieda Merse, who was chosen to be "Miss New York" in the Atlantic City beauty pageant.

VENEZUELAN ENVOY

Dr. C. Torres, the newly appointed Venezuelan minister to the United States, in his most recent portrait study.

CALIFORNIA NEWS BRIEFS

Warren R. Porter, 66 years of age, former Lieutenant-Governor of California, and for many years president of the Pajaro Valley National Bank in Watsonville, died at his home at Watsonville last week.

United States senators and representatives in Congress and public organizations of San Francisco will conduct a determined drive to have this city named as the "home port" of the Pacific fleet if a resolution passed by the Board of Supervisors last week bears fruit.

Cedarville, Modoc County, boasts that Emma Ennis, 10, is the youngest high school freshman in California. She will enroll in the Surprise Valley Union High School next month.

A seven-year-old girl established a mountain-climbing record at Red Bluff when she achieved the pinnacle of Mount Lassen, starting the rise from Manazila Lake, and climbing 4,000 feet in five and one-half hours.

An army of millions of crickets, which seriously interfered with the main intersection's traffic officer and kept ladies gingerly side-stepping on the walks, invaded Brawley last week. The screechers gathered under arc lights inches deep while store proprietors swept them out of entrances by the bucketful and burned them in the street. No damage to vegetation was reported.

A miniature re-enacting of the mania of gold rush days occurred on the ranch of Jeff Fruit on Amsterdam road, Merced, when a workman found gold dust sticking to a drill used in boring a well on the ranch when he lifted it to be sharpened. Now Fruit is debating the question, "Shall it be well or gold mine?" with all indications pointing to the latter. The well site is on the north bank of the Merced river.

September will be a month of conventions in Santa Cruz. The Builders' Exchange will be held on September 3, 4 and 5; the Native Sons of the Golden West Admission Day celebration, September 9, 10 and 11; the Pacific Coast Gas Associaton, September 12 to 17, and the State Retail Growers, September 25 to 28.

Good road conditions are attracting more motorists to Yosemite for this season of the year from other States than ever before. Such is the opinion of Park Superintendent W. B. Lewis. "During the month of July," stated Superintendent Lewis, "1,544 automobiles from forty-six States, the District of Columbia, Canada, British Columbia, Hawaii and Panama entered the Yosemite National Park."

George Messer, 32, San Francisco mechanic, was recently officially recogized by the State government as the tallest man in California. He stands 6 feet 9½ inches in his stocking feet and weighs 220 pounds. Directors of the California State Fair closed the entry list in the expositon contest to select the State's altitude champion and gave Messer first place. Second honors went to E. E. Dickey of Hollywood, whose height is 6 feet 8½ inches. Messer is a native son and was born at Tracy, San Joaquin County.

Oil production for the San Joaquin Valley for July totaled 4,887,445 barrels, according to figures compiled by the American Petroleum Institute's Pacific Coast office. This production came from 6,159 wells now on the producing list. The daily averages for the month was 158,659 barrels as against 160,441 barrels for the month of June. This is a decrease of 1,782 barrels daily, indicating that the attempt of the companies to hold down production to relieve the storage conditions is bearing fruit.

Dr. N. P. Barbour, of Stockton, major in the medical corps of the California National Guard and commanding officer of the medical detachment of the 143rd Field Artillery, has been ordered to Carlisle Barracks, Pennsylvania, for a six-weeks' course of intensive training at the army medical field service school. Dr. Barbour is the only California officer honored with such a call. California is apportioned one medical officer a year at the school.

Jail sentences imposed on members of California National Guard companies for breaches of military or civil regulatons as the result of peacetime trials before summary court are binding and must be served, just as if they were meted out by a civil court to a citizen. This is the holding of Attorney General Webb in an opinion to District Attorney Norby of Yuba County. Norby questioned such a sentence, believing it in violation of the State constitution.

With Assemblyman Frank L. Coombs of Napa as "unofficial chaperon," two special trains carrying 800 Legionnaires left California last week for the second doughboy invasion of Paris, the American Legion convention.

Expenditures on new roads in California this year, it is estimated, will exceed the high total of any of the eleven States in Western America, according to an analysis of estimated revenues for road purposes tabulated for Martin Madsen, president of the Madsen Iron Works, San Francisco. At the end of the fiscal year, in June, 1928, it has been reckoned that $180,000,000 will have been spent on new highways and the maintenance of existing arteries by the States of California, Washington, Oregon, Nevada, New Mexico, Idaho, Arizona, Colorado, Montana, Utah and Wyoming.

Substantiating her claim to being the fastest-growing metropolis in the world, the populaton of Los Angeles, which at the time of the 1920 Federal census stood at 576,673, is now 1,242,700.

More than 1,200 delegates and guests are expected to attend the eighth annual convention of the State Builders Echange which will be held at Santa Cruz this week. The arrangements for the convention and outing being made by a committee of the San Francisco Builders Exchange.

Two hundred and twenty city blocks of developed suburban property will be added to Bakersfield area soon, if annexation plans which are being completed now are indorsed by qualified voters during an annexation election to be held in the district during the early part of November.

A complete report of property valuation embracing every parcel of land in the city of San Francisco, and totaling $891,746,210 was placed on file last week in the office of Assessor Russel L. Wolden. The report is the result of a year's survey conducted by James G. Stafford, and cost approximately $67,000. It shows that a total of 177,000 pieces of property were checked and valued for taxation purposes.

Whether or not the soil, water and climate of Kern County is adapted to producton of shrub rubber soon may be determined, as the result of tests that have been conducted during the last four years at the United States Experimental Farm at Shafter, according to Wolford B. Camp, agronomist, in charge, and if the experiments prove successful, thousands of acres of heretofore useless safe-brush lands in Kern County can be reclaimed to highly productive purposes, and an industry scarcely second in its importance to petroleum may be established.

California's habit of shattering her own records will again be stressed when total ice cream sales in this State for 1927 are finally tabulated, it was predicted by D. M. Dorman, president of California Dairies, Inc., of Los Angeles. Predictons made early in the current year set an increase of 10 per cent in State consumption compared with 1926, when more than 10,000,000 gallons, retailing at nearly $20,000,000, were required to satisfy the Sunshine State's 4,500,000 residents.

Caliente Canyon district, thirty-five miles east of Bakerfield, now is witnessing the resumption of an important scale of gold and silver mining operations. The Zenda Company has started to operate its 200-ton mill under the direction of Frank Bewley, and it is believed there is sufficient tonnage of low-grade ore to keep it running indefinitely. The company has 900 acres in the Amalie district, fifteen miles northeast of Caliente, and also is doing extensive development work on the Calico mine in the Panamint area, east of Mojave.

Information has been given out at Mariposa, Mariposa county, that a ten-stamp mill is to be built on the Vanderbilt gold mining claim in the Darrah district. Development work has been in progress on this claim for the past two years and is reported that a shute of fine ore has been encountered.

That he will introduce his bill in the December session of Congress, providing for the deeding of 1,200 acres of forest lands in the Calaveras Big Trees to the State of California, was expressed in Stockton last week by Congressman Harry L. Englebright of the First Congressional District of California. The bill was introduced and passed in the last session but due to a last-minute rush, did not make its way though the Senate. The bill was indorsed by the forestry service, State Park Associaton and the Calaveras Grove Association which was organized last year to have the Calaveras Big Trees set aside as a public park. Another bill he will introduce provides for the removal of income tax on dividends derived from gold corporations.

Franklin Guest Smith of Redlands was last week nominated by United States Senator Samuel Shortridge to the Secretary of War as his principal selection from California to the United States Military Academy class entering West Point in July, 1928. His selection must be approved by the Secretary of War before the candidate is accepted at the academy.

San Francisco's new traffic ordinance, recommended by Dr. Miller McClintock after a detailed survey under auspices of the San Francisco Traffic Survey Committee, was unanimously passed last week by the Board of Supervisors. It will become effective, for the future guidance of motorists and pedestrials, as soon as the remaining formalities of printing and final passage are completed—a matter of a few weeks.

Among the St. Helena exhibits at the Napa County Fair, held last week there is a four-legged chicken that was raised by S. Barberi of St. Helena. The chicken is about eight months old, and forms a freak exhibit at the fair.

With the appropriation of a $25,000 purse by the town of Capitola for the winners of a twenty-two mile swim from Capitola-by-the-Sea to Monterey, one of the biggest water marathons in history is expected. The event has been scheduled for next New Year's Day. Rules for the swim are now being organized at Capitola and it is expected that entry blanks will be available in another month. The contest will be open to both men and women and officials there predict that some of the world's best swimmers will come to Capitola to compete in in the New Year's marathon.

What's the Answer?

Questions No. 12

1—What crew won the Harvard-Yale two-mile rowing race in 1926?

2—What states were originally colonized by the Spanish?

3—What army surgeon became secretary of war; in whose cabinet?

4—How does the beach get its sand?

5—How deep is the deepest part of the ocean?

6—What was the origin in the theater of the Astor place riot, which resulted in the death of 26 people; in what city and what year did it occur?

7—Where is the group of islands which is the unsubmerged portion of a mountain system?

8—What great American novelist became a permanent resident of England?

9—Who said, when he heard of the battle of Bunker hill: "The liberties of the country are safe!"?

10—Are common stocks of corporations ever redeemed?

11—What novelist is considered the founder of the American school of realism?

12—Who was the leading pitcher in the American league in 1926?

13—What are "fighting fish"?

14—What was the "Flying Dutchman"?

15—Who patented the first revolver, and when?

16—When was the Panama canal opened?

17—What genius of the Renaissance was painter, sculptor, architect, scientist, engineer, mechanician and musician?

18—Where are situated the thousands of small lakes formed by the Laurentian glacier?

19—Who said: "Let me die in my old American uniform, in which I fought my battles. God forgive me for ever having put on any other"?

20—What are the three leading sources of national income of the United States?

Answers No. 11

1—Capt. Robert Gray, 1792.

2—Three; Harrison, Taylor, Harding.

3—Plants.

4—The ability or capacity to perform work.

5—Great Heart cleared the bar at 8 feet ½ inch.

6—Antonin Dvorak, in his "New World" symphony.

7—The Nile.

8—"Endymion" by John Keats.

9—John Sherman.

10—In America, yes; in England, no.

11—Major Pitcairn, before the battle of Lexington.

12—The United States.

13—The average human heart weighs nine and one-half ounces.

14—An instrument for detecting the presence of an electric current or measuring its strength.

15—New York, New Jersey.

16—Three: Lincoln, Garfield, McKinley.

17—Stravinski.

18—Hudson bay.

19—"The Faery Queene."

20—The five-day week.

Nonshrinkable Wool Supplied by Ovibos

The musk-ox—scientifically, the ovibos—is one of the interesting animals of the Arctic region. It is something like a cow and something like a sheep, but is not a cross, though the name, ovibos, means a sheep-cow. It seems to be a relic of an animal that lived in the Stone age, when the hairy rhinoceros and the mammoth were common, writes the travel editor of the Pathfinder Magazine. It feeds on grass herbs, moss and the shoots of trees. Not only is its meat very good to eat and the hide good for leather, but the wool from its coat is softer than cashmere and it has the advantage over all other wool that it will not shrink. One can smell the ovibos when it is still a quarter of a mile away, and this gives it its popular name of musk-ox. But the musky smell does not taint the meat if the butchering is carefully done.

Stopped Traffic for Duck

Traffic on a busy main road near Bourne, England, was held up for ten minutes while a duck laid an egg. A policeman had halted automobiles when the duck started to waddle across the road. Halfway over she sat down. After she had laid the egg, she continued her journey. The egg was salvaged and the procession of halted cars proceeded.

Milk Without Cream

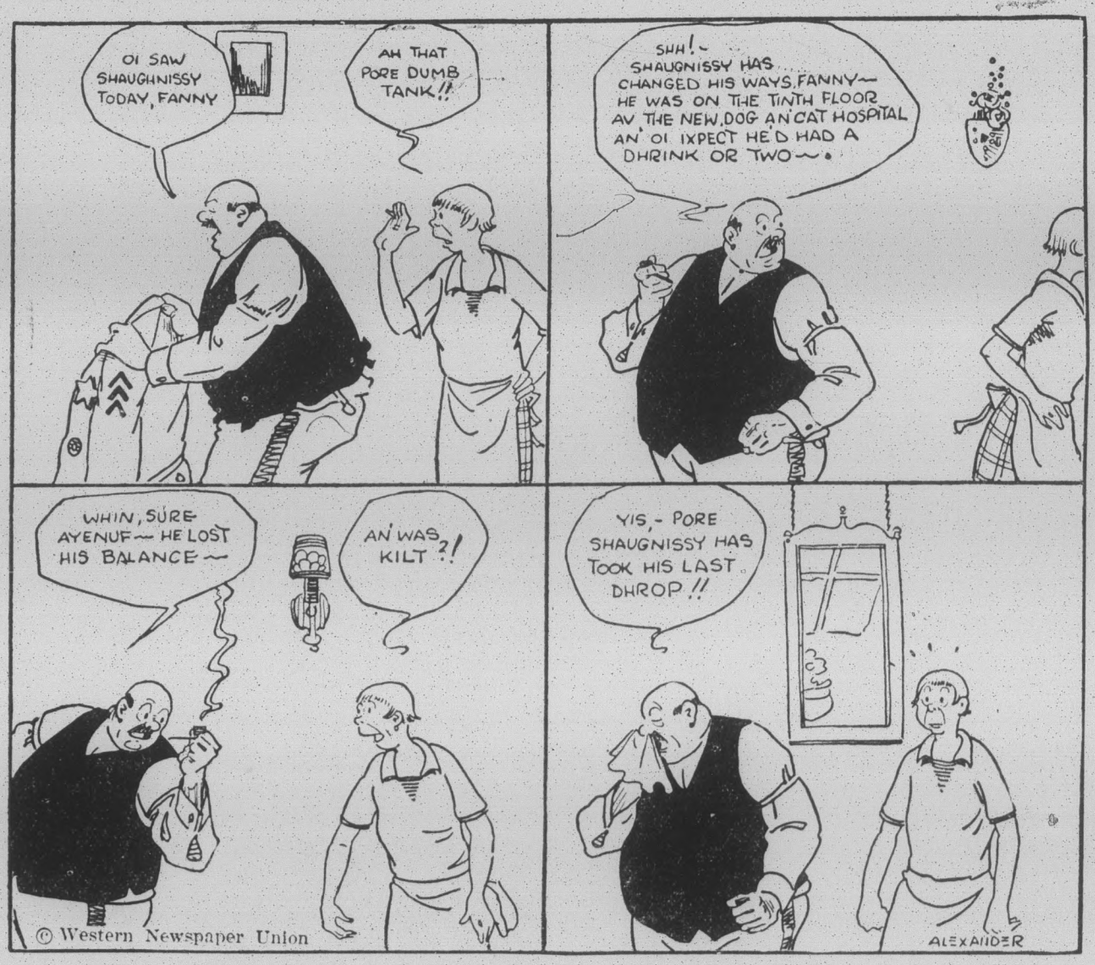
A cow that possessed "a perfectly adjusted separator" has been reported by a correspondent to the Sydney Bulletin. "She gave a lot of milk and her calves were the fattest and biggest in the herd, but for household purposes her milk was useless," according to the correspondent. "The milk could be run through a separator without a drop of cream appearing either in the dish or in the interior of the machine. By no method of milking could she be enticed to give any cream."

OUR COMIC SECTION

Events in the Lives of Little Men

ASK YOUR MOTHER FOR THREE CENTS 'N COM'ON HERE
-MADE IN THE SHADE ICE COLD LEM 'NADE!
RIGHT THIS WAY FOR YOUR ICE COLD LEMONADE
LEMONADE 3¢ A GLAZZ 2 GLAZZES 5¢
JETTNER
(Copyright, W. N. U.)

FINNEY OF THE FORCE — Through With It for Life


OI SAW SHAUGHNISSY TODAY, FANNY
AH THAT PORE DUMB TANK!!
SHH!- SHAUGNISSY HAS CHANGED HIS WAYS, FANNY— HE WAS ON THE TINTH FLOOR AV THE NEW DOG AN CAT HOSPITAL AN' OI IXPECT HE'D HAD A DHRINK OR TWO—.
WHIN, SURE- AYENUF— HE LOST HIS BALANCE—
AN' WAS KILT?!
YIS,- PORE SHAUGNISSY HAS TOOK HIS LAST DHROP!!
ALEXANDER
© Western Newspaper Union

THE FEATHERHEADS — For Mrs. Middleton's Benefit

OH YES-MRS. MIDDLETON- DO COME OUT FOR DINNER!— FELIX AND I WILL BE SO PLEASED! FELIX OFTEN SPEAKS OF THE LOVELY TONE QUALITIES IN THAT WONDERFUL PICTURE YOU SENT US—.
AND THIS ROOM IS FREDDY'S - OF COURSE- THERE'S NO USE TRYING TO KEEP FREDDY'S ROOM IN ORDER— HE'S JUST A REAL BOY—
JUST LIKE HIS CHARMING FATHER—
AND THIS IS OUR BED ROOM - WE WERE GOING TO GO OVER IT LAST FALL. BUT— OH THERE'S FELIX NOW!
HA HA HA!—
WELL WELL - WHO HAULED THAT OLD CHROMO BACK FROM THE CITY DUMP, FANNY?!
OSBORNE
© Western Newspaper Union

The Kitchen Cabinet

(©, 1927, by Western Newspaper Union.)

"I'm glad the stars are over me
And not beneath my feet,
Where I should trample on them
Like cobbles in the street.
I think it is a happy thing
That they were set so far;
It's best to have to look up high
When you would see a star!"

EVERYDAY FOODS

Almost everybody likes dumplings, but so many cooks complain about not being always sure of a light dumpling. Try these:

Farina Dumplings.—Take two cupfuls of milk and one cupful of boiling water. Put to cook in a double boiler with one cupful of farina, a teaspoonful of salt and cook until thick and smooth. Add two tablespoonfuls of butter and cool. When cooked add the yolks of two eggs, two tablespoonfuls of flour, and when well mixed fold in the whites of the eggs. Drop by spoonfuls into a shallow pan of salted water which has reached the boiling point. Keep the water just simmering while the dumplings are dropped in to keep them from falling to pieces. Boil covered for ten to twelve minutes, depending upon the size. Serve with chicken or any other kind of stew.

Veal Salad.—Cut one cupful of veal into dice, add three-fourths of a cupful of diced carrots cooked, one-fourth of a cupful of finely diced celery, one tablespoonful of minced onion, salt and paprika to taste. Mix all the ingredients, add boiled dressing to moisten, and arrange on lettuce; garnish with a spoonful of mayonnaise on each salad. Peas or other left-over vegetable may be used in place of the carrots.

Noodles cooked in boiling salted water and served covered with a cupful or more of browned buttered crumbs sprinkled over them make a nice change to serve as a vegetable in place of potatoes.

Filled Cake Pudding.—Make a plain butter cake and bake it in a deep basin. Cut off the bottom and scoop out the center of the cake, leaving a shell half an inch thick. Make a boiled custard of the yolks of the eggs left from the cake, add a few nuts and raisins and a cupful of cake crumbs. Fill the shell with the mixture, put on the cover and frost the top and the sides. Serve surrounded with whipped sweetened and flavored cream and garnish with cubes of jelly.

Helpful Hints.

If the feet are swollen, hot and sensitive as they are so apt to be when the housewife is much on her feet, bathe them in alcohol after giving them a good soaking in salt water.

The importance of well-fitting and comfortable shoes is vital. The habit of many women when the feet are tired and painful is to slip on old felt slippers. This is a most reprehensible habit as it only aggravates the trouble.

A heel should be large enough, even if high, to support the weight of the body.

Stockings should be long enough to avoid wrinkles and short enough to fit well and avoid joint trouble.

Many a backache, headache, fits of temper and bad nerves may be caused from poorly shod feet.

Change of shoes and hose twice daily helps the feet wonderfully. The shoes should be well aired and the hose perfectly dry before dressing the feet.

Use cold coffee or tea infusion for all kinds of ferns instead of water once a week, soaking the roots well.

Heat table salt very hot and fill the bottle; it will retain heat much longer than water, with no danger from leakage.

To keep a cake moist, cover with an icing while the cake is still warm; then put a jelly glass of water in the cake box. The air will be kept moist by the water and the cake will not dry. An apple is often used for this purpose.

To make a good temporary cement for any metal utensil, mix a little wood ashes with white of egg to make a thick paste. Put this over the hole and hold the utensil over the heat until the paste bakes.

Nitrate of soda is a good tonic for house plants that need it. Dissolve one teaspoonful in a quart of water and use it once a week to water the plants. This tonic will produce growth quickly in young healthy plants.

Here are a few things to remember by the amateur jelly maker: Fruit should never be used for jelly making or canning after a heavy rain, as it will be watery and tasteless.

Jars of wonderful fruit, so pretty in color, when tasted are entirely out of any class. The same is true of jelly; taste is one of the first requirements; it must be true to flavor.

When using fruits which lack pectin, such as strawberries, the addition of commercial pectin or apple juice will supply the lack and make a most delectable jelly.

Mend a leak in a hot water bottle with adhesive tape.

Nellie Maxwell

SMART WOOLEN SPORTS COATS; TRIMMING FOR AUTUMN HATS

TO AUTUMN'S first call for chic, there is no answer so timely as that of a smart-looking sports coat. This is the time of year when the warm tones of the modish leaf browns and other intermingling ruddy shades of the new woolens tune in most harmoniously with nature's own color scheme.

Patterned woolens, plaids, checks and interesting geometrical figures are having "their day" this season; that is, for sports wear. For dressy coats, suede cloth, velvet and broadcloth are receiving highest acclaim.

Very clever things are being accomplished in fabric design such as tapestry effects, ombre colorings, chevron stripes, with tweed and basket weaves coming in for a full share of notice.

While the new flare lines are being adopted for the more formal models, the straight silhouette is retained for the sports type. Saddle shoulder sleeves appear most often in these travel and sports coats. There's a display of genius in clever pockets, in discreet trimmings of solid-colored fabric, and all signs point to a season of lavish fur trimmings, though conservative types often show merely a fur collar as here pictured. As to linings, either crepe de chine or natural kasha is in favor. There are many belted coats in the advance collections. Often the belt is of self fabric, but just as often colorful and unique suede belts are worn, which contrast strikingly with the novelty-patterned material of the coat.

Diagonal stripes are one of the new items among coats which strike an introductory autumn note.

Not only are shaggy furs used for collars on tweeds and novelty woolens, but some of the very smart newer modes are collared and cuffed with seal or beaver.

Coats after the style of the one illustrated are ideal for the schoolgirl, as well as for sports or travel.

For the mind that dotes on statistics here is an interesting problem to figure out. If all the rows of stitching which appear on the new felt and velvet hats were to form in one continuous length, how many times will this now-so-stylish stitching reach around the circumference of the globe? Quite a foolish question, to be sure, unless it serves its purpose of calling attention to the fact that the early autumn hats are lavishly stitched row upon row.

The new feature of this stitching is that much of it is done with metal thread. The effect of this glint and glitter on velvet or on felt is arresting.

Another attractive note sounded in this season's advance models is the softness of crown and brim. Even hats broad of brim can be folded up without injury to them, so flexible are they.

These outstanding style items are accented in the collection of lovely autumn chapeaux presented in the illustration.

Woolen Coat for School, Sports or Travel.

The top hat is a machine stitched felt shape, done row and row about the brim and the crown band, also on self-trimming at the side.

The hat to the left has a soft flexible brim with undulating edge. There are rows of fine machine stitching done in gold thread both on crown and on brim. A wreath of gilded leather leaves at the base of the crown is in harmony with the gold and black theme of the design.

There is some tendency to off-the-face brims as shown in the model to the left of center in this picture. This brim has no stiffening whatever. It is cleverly held in place by a bow of felt cloth drawn through slashes in the velvet of which the hat is made. Machine stitching smartly makes its appearance in rows about the brim edge.

In the lower left corner is a fetching model of grosgrain ribbon for the crown with velvet scallops for the brim which are also outlined with rows of stitching.

The crown of the last hat in the group is plaited with machine stitching corresponding to rows on the brim.

Stitching Features New Hats.

JULIA BOTTOMLEY.

(©, 1927, Western Newspaper Union.)

WHO'S WHO & WHAT'S WHAT !

IN OCEAN BEACH

Business Directory—Alphabetically Arranged
Service for "Strangers Within Our Gates"

OCEAN BEACH is famous as San Diego's greatest residential seaside community and is situated only six miles from the metropolitan district, with which it is connected by fast electric railway service and the paved coast highway. It is the most thriving and populous section of the peerless Point Loma peninusula, with ideal climate, wonderful productive soil and scenery unsurpassed. Wide avenues lead from the heights to the seashore and nearly all streets are paved and sidewalked, with a complete paving program in progress from the bay frontage to beautiful Sunset Cliffs. Ornamental lights adorn the main business section, while modern commercial structures and fine new homes, cottages and bungalow courts are constanly in course of construction. This delightful suburb has exceptionally good schools, churches, civic clubs, mail carrier service and all that makes life really worthwhile as is well attested by the appended list of prominent and progressive business interests:

Subscribe for THE BEACH NEWS

AMUSEMENTS

STRAND THEATRE, Strand Building, Newport Ave.; Bayview 0439.

BANKS

BANK OF ITALY, Newport Ave. and Bacon St.; Bayview 0478.

BARBER SHOPS

PAVILION BARBER SHOP (A. H. Maiser), Newport Avenue, O. B.

BAKERIES

NEWPORT BAKERY-DELICATESSEN, 5010 Newport; Byw. 0750-W

BATTERY SPECIALISTS

SUNSET CLIFFS SERVICE Station, 4802 Newport Avenue, O. B.

BEAUTY SHOPS

MAUDE FENLEY, 5008½ Newport Avenue; Bayview 0750-W.

CLEANERS AND DYERS

OCEAN BEACH CLEANERS, 1928 Bacon Street; Bayview 0030-J.

CAFES AND RESTAURANTS

ALFRED'S CAFE, 5080 Newport Avenue, Ocean Beach.
DINNER-DANCE INN, near the Bridge, O. B. Phone Bayview 0512
O. B. SANDWICH SHOP, 5037 Newport avenue. Bayview 0663-J.
WHITMORE'S BARBECUE, Newport Ave. and Abbott St, O. B.

DENTISTS

DR. W. F. BUSH, Kraft Bldg., Newport and Bacon; Bayview 0702-W.

DRY GOODS, NOTIONS, ETC.

CLASPILL'S, 5005 Newport Avenue, Ocean Beach.

DRUGS AND DRUGGIST SUNDRIES

KRAFT'S DRUG STORE, Kraft Building; Telephone Bayview 0194.

ELECTRICIANS

WM. L. NEAR, 4935 Brighton Avenue; Telephone, Bayview 0563.

ELECTRICAL APPLIANCES

Strand Radio & Appliance Co., Kraft Bldg., Bayview 0212.

GARAGES AND SERVICE STATIONS

KIERSTEAD'S SERVICE Station, Voltaire and Cable; Bayview 0401.
LOMA PORTAL SERVICE Station, Voltaire at Catalina; Bayw. 0502.
OCEAN BEACH GARAGE, 4868 Newport Avenue; Bayview 0094.
SWARTS' SERVICE STATION, 4605 Voltaire street. Bayview 0505.
SUNSHINE SERVICE STATION, Santa Monica Ave. and Bacon Sts.

GROCERIES AND VEGETABLES

FABER'S FOUR STORES, Phones: Bayview 0415 —Bayview 0418.
WAY'S GROCERY, 4975 Voltaire Street; Phone, Bayview 0409.
CUNDELL'S MARKET, 5021-23 Newport Avenue; Bayview 0296.

HOTELS AND APARTMENTS

HOTEL NEWPORT, 4965 Newport Avenue, O.B., Bayview 0404.

MEAT MARKETS

CUNDELL'S MEAT MARKET, 5019 Newport Ave.; Bayview 0296.
FABER'S O. B. MARKET, 5004 Newport Avenue; Bayview 0217.

NEWSPAPER AND JOB PRINTING

"THE BEACH NEWS," 4829 Saratoga avenue. Bayview 0017.

PAINTS, HARDWARE, ETC.

WILLIAM RICHLEY, 1926 Bacon Street; Phone, Bayview 0020-W.
O. B. HARDWARE CO., 5004 Newport Ave.; Bayview 0049.

PHOTOGRAPHERS

FROIDE'S FOTO SHOP, 1868 Bacon Street; Phone, Bayview 0186-J.

PHYSICIANS

W. H. CURTISS, M. D., Kraft Building, O. B.; Phone, Bayview 0476.

PLUMBING

EDW. K. BURDETTE, 2005 Bacon street. Bayview 0259-J.

RADIOS AND RADIO SUPPLIES

CARL SCHRODER, 4840 W. Pt. Loma Boulevard.; Bayview 0161-J.
STRAND RADIO CO., Kraft Building; Telephone, Bayview 0212.

REALTY AND RENTALS

AGNES G. ELLS, 5050 Newport Avenue, O.B., Bayview 0025.
HOLDDRIDGE & LANCASTER, 5028 Newport Ave.; Bayview 0382.
JOHN B. HUGHES, 4999 Voltaire Street; Telephone, Bayview 0456.
A. G. KINGSBURY REALTY CO., Del Monte and Bacon, By. 0338-W
J. THOS. McCOY, 4999 Voltaire Street. Telephone Bayview 0456.
THE MAY COMPANY, 5009 West Point Loma blvd. Bayview 0422.
WENRICH & WARREN, Across from Merry-Go-Round. Bay.0390-W

TRANSFER AND STORAGE

REID TRANSFER, Kraft Building, Bacon St., O.B., Bayview 0136.
O. B. FEED AND EXPRESS, 1926 Bacon Street; Bayview 0020-W.

Subscribe to "THE BEACH NEWS"—One dollar for one year.

We Do PRINTING of Every Description.

THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula.

PUBLISHED EVERY SATURDAY
4829 Saratoga Avenue
Ocean Beach, California
Phone, Bayview 0017

KIRK SMITH ..... Editor-Owner
KATHERINE SMITH .. Sec'y.-Treas.

Legalized as an Official San Diego City and County Newspaper
Member of
NATIONAL EDITORIAL ASS'N.

SUBSCRIPTION PRICES: In San Diego County, $1.00 a year; elsewhere, $1.50 a year. All subscriptions payable IN ADVANCE.
Single Copies ..... 5 Cents

LOCAL READERS—Fifteen cents a line, averaging five words to line.

CLASSIFIED ADS—Ten cents per line, averaging five words to line.

Advertising Rates Upon Application
Classified, Transient, Political and Discount Ads
PAYABLE IN ADVANCE

"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California, under the Act of March 3, 1879."

A LEGAL NEWSPAPER
EIGHT PAGES

San Diego office; 835 G Street

Saturday, October 1, 1927

News contributors and advertising patrons will please take notice that the forms of The Beach News close at noon every Thursday and will greatly oblige by submitting their favors accordingly. Write on one side of the paper only.

EDITORIAL

THE CONCORDANT VERSION OF THE SACRED SCRIPTURES WONDERFUL ACHIEVEMENT

We acknowledge with great appreciation the receipt from Editor A. E. Knoch, of the Concordant Publishing concern of Los Angeles, of a beautifully bound and well printed copy of the "Concordant Version of the Sacred Scriptures." It is a wonderful Southern California achievement. For more than a quarter of a century work has been under way on the most laborious yet most scientifically exact translation of the New Testament ever attempted. Translator-Editor Knoch and his able associates deserve the highest commendation for clearing up archaic literary confusions by putting translation on a rational scientific basis and conforming to the laws of language. The Concordant Version systematizes and classifies and labels the facts of revelation as the scientist does the facts of nature. It is a theological treasure and the price is within the reach of all.

New CALIFORNIA THEATRE

Another of those from-frou pictures of gay Paree will rustle into the New California theatre on Friday, when Constance Talmadge brings "Breakfast at Sunrise," to the fans as a choice bit of entertainment, delineating that conception of Parisian life which keeps the Europe-bound liners crowded.

Charming and provocative, effervescent and volatile, is what the critics say of Connie as the heroine of the French farce. Opposite her is Don Alvarado, billed as a new Don Juan of the screen.

The film has a lively pace with Connie in the lead, and Don Alvarado running a close second, and good characterizations by Alice White, Bryant Washburn and Marie Dressler. Mm. de Crosac adapted the film from the farce by Andre Beranger and Gladys Unger. It is a Joseph M. Schenck presentation directed by Mal St. Clair for First National.

Besides the Sunkist Beauties, Fanchon and Marco present no lose than four other specialty acts in their beautifully conceived "Peacock Idea", coming to the New California theatre Friday in conjunction with 'Break-at Sunrise', starring Constance Talmadge.

Those who have seen past Fanchon and Marco presentations will not have to be told that the settings and costumes are beautiful. Designed by Ronnie Gashin and executed by the Fanchon and Marco Costume Company, they are resplendant with color and vigor.

The musical interpretation will be scored by Milt Franklyn and his band, and will also include special numbers that promise a special appeal to music lovers.

The program also includes the International newsreel, a Chase comedy, and other short screen subjects.

CABRILLO THEATRE

"The Magic Flame," starring Ronald Colman and Vilma Banky, appearing at the Cabrillo theatre will be held over for another week in answer to the demands of the fans who declare this picture to be one of the reaaly great productions of the year.

In "The Magic Flame," Ronald Colman is a real clown gesture for gesture, trick for trick he might have spent his life on the sawdust or stepped through a blazing hoop in the ring of Barnum and Bailey. When he first makes his entrance it is as the clown and there is no suspicion in the minds of the audienc until he doffs his make-up that underneath the pipe clay exterior is the Romeo of Romeos.

"The Magic Flame" is like no other picture. There is humor and pathos all intermingled in a dazzling story. A hairraising balloon ascension and parachute jump by Vilma Banky clutches the audience at the start of the picture and holds them through a double murder by Count Casati and an amazing rough and tumble fight between Colman (as Tito, the clown) and the Count which ends in the death of the latter when he falls a thousand feet from the window of his hotel into the sea below.

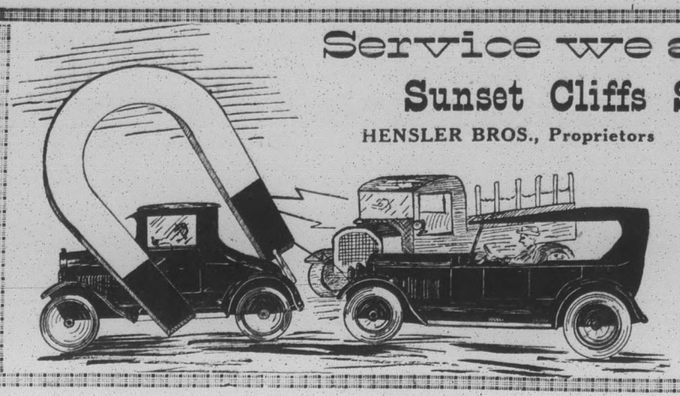
From start to finish "The Magic Flame" is an enthralling drama of great beauty and high romance. Its story holds every audience spellbound.

Classified Ads Get Quick Results.

ADVOCATES ADVERTISING RECREATIONAL RESOURCES

A new technique in advertising San Diego county was urged by Tam Deering, executive secretary of Community Service, in an address given for the County Association of Chambers of Commerce at the Del Mar meeting, September 20. He strongly advocated a comprehensive county park system, and ave emphasis to the statment that "What we need to do in San Diego county is to capitalize our outdoor recreational resources!"

Patronize Community Merchants



Service we aim to give!
Sunset Cliffs Service Station
HENSLER BROS., Proprietors
DeFoe St. and Newport Ave., O. B.
Phone, Bayview 0056
San Diego Distributors for the new "ELECTRO" BATTERIES
Recharging, Rebuilding, Repairing
Pearl and Burn Brite Kerosene
OILS—Shell, Richfield, Standard, Union, Quaker State, Pennzoil, Veedol. GOODRICH TIRES
GAS—Shell and Richfield.

"Live Near the Ocean"
For REAL ESTATE BARGAINS See
J. T. McCOY
at
JOHN B. HUGHES' Office
4999 Voltaire St., O. B.
Phone Bayview 0456

WAY'S GROCERY
Voltaire and DeFoe Sts., O. B.
FRESH MEATS
Fruits and Vegetables
ICE CREAM
STAPLE GROCERIES

California Laundry
"THE LAUNDRY BEAUTIFUL"
PHONE, FRANKLIN 3124

SAN DIEGO
Army and Navy Academy
Prep for College, West Point and Annapolis—Enjoys University of California's Highest Scholastic Rating
THOROUGH MILITARY INSTRUCTION
CHRISTIAN INFLUENCES
LAND AND AQUATIC SPORTS ENTIRE YEAR
Located on Ocean
Phone, Pacific Beach 172
COL. THOS. A. DAVIS, Pres.

IF it's in the line of
PRINTING
From a Visiting Card to a Poster.
We Can Satisfy You With Quality, Quantity and Service
The Beach News
JOB PRINTING DEPT.
Phone, Bayview 0017
4829 Saratoga Avenue,
Ocean Beach, California

Cundell's Market
ON NEWPORT AVENUE
Opposite the Ocean Beach Postoffice
CHARLES CUNDELL, Proprietor
Large and Complete Stock of
STAPLE GROCERIES
FRESH VEGETABLES AND FRUIT
CHOICE MEATS, FISH AND POULTRY
PHONE, BAYVIEW 0296
Prompt and Courteous Service Always

KIERSTEAD'S SERVICE STATION
Corner Cable and Voltaire Streets, Ocean Beach
Member of Independent Service Station Association of California.
AUTOMOBILE REPAIRING
ICE For Sale.
13-Plate Genuine Willard Battery, $12.
Phone, Bayview 0401

RICHLEY'S
FEED, FUEL AND EXPRESS
PAINTS and HARDWARE
1926-28 Bacon Street, Ocean Beach
WILLIAM RICHLEY, Prop., Phone Bayview 0020-W
New and Used FURNITURE. Roofing, Etc.
HEATING STOVES, PIPE and FIXTURES
Bird Seed and Dog Food ▪ Garden Implements

Loma Portal Service Station
Chas. E. Stridiron, Proprietor. Call Bayview 0502
Voltaire Street at Catalina Blvd., Ocean Beach.
Hobbs' Battery Service. Testing Free.
Goodrich Tires and Tubes. Tire Repairing. Accessories.
General Auto Repairing by Experienced Mechanics.
All Work Guaranteed. Free Crank Case Service.

We Supply Power For Big and Little Jobs

Whether it's just some job of home carpentry out in the garage or you're building a skyscraper—if you need electric power, we can supply it. For any job any time, anywhere, you'll find

CENTRAL STATION SERVICE
—cleaner
—more dependable
—less troublesome.
—and more economical in the end

SAN DIEGO CONSOLIDATED GAS & ELECTRIC CO.

BYLLESBY ENGINEERING FINANCE MANAGEMENT PIONEERS IN PUBLIC SERVICE

OCEAN BEACH SOCIAL PAGE

STRAND THEATRE

Ocean Beach, Calif.
F. J. GRUBER,
Prop. and Manager

Saturday, October 1
Fred Thomson in "LONE HAND SAUNDERS." A story of laughs, love, hard riding and quick shooting. "Wandering Willies," comedy and News Weekly.

Sunday and Monday October 2-3
Adolphe Menjou in "SERVICE FOR LADIES." A romantic comedy of Swiss winter sports. "Spanking Breezes," comedy. Fables and Topics of the Day.

Tuesday and Wednesday, Oct. 4-5
Berry and Hatton in "FIREMAN, SAVE MY CHILD." Clang! Clang! The firemen are coming to town. "Snookums Cleans Up," comedy and News Weekly.

Thursday and Friday, October 6-7
Viola Dana in "KOSHER KITTY KELLY." A Hebrew-Hibernian film fiesta. "High Sea Blues," comedy and "Flashing Oars." A Collegian feature.

Coming Next Week
"THE COVERED WAGON"

If it's a good picture the STRAND will play it. Why pay more?
Two Bits

W. H. Curtiss, M.D.

GENERAL PRACTICE
AND CHILDREN'S DISEASES
Office and Residence
KRAFT BUILDING
Newport Ave. and Bacon St.
Office phone, Bayview 0476
Hours: 10 a. m. to 4 p. m.

Dr. W. F. BUSH

DENTIST
Hours 9 to 12 a. m.; 1 to 5 p. m.
KRAFT BUILDING,
Office Phone, Bayview 0702
Res. phone, Bayview 0708-J

Phone Bayview 0404
HOTEL NEWPORT

R. W. MacDonald, Proprietor
4965 Newport Ave., Ocean Beach
Hot and Cold Water Baths
Modern Equipped Apartments
Rooms for Transients

Ocean Beach CLEANERS

1930 Bacon Street
Phone Bayview 0030-J

PHONE: BAYVIEW 0136
REID TRANSFER

Kraft Bldg., Bacon St.
OCEAN BEACH
Your Goods Are Safe—
—We Carry Cargo Insurance

Carl Schroder's Repair Shop

RADIOS REPAIRED
Expert Gunsmith and Locksmith
4840 W. Pt. Loma boulevard, O. B.
Phone, Bayview 0161-J

Bayview 0563
Wm. L. NEAR

ELECTRICAL CONTRACTOR
Wiring, Fixtures, Motors, Radios
Estimating—Jobbing
4935 BRIGHTON AVENUE
P. O. Box 513 Ocean Beach

D. R. SAUM, Pres. E. C. BANGS, Secy.
Established 1887
Johnson-Saum Co.

Incorporated
Superior Service and Equipment
The expense is a matter of your own desire.
LADY EMBALMER
For Ladies and Children
N. W. Cor. 4th and Ash Sts.

SPEND YOUR DIMES AND DOLLARS AT HOME

Katherine's "Kollum"

By MRS. KIRK SMITH

Phone, Bayview 0017

ENJOYING MOTOR TRIP TO ARIZONA AND TEXAS

Mr. and Mrs. John Clarke, of Niagara avenue, accompanied by their daughter, Mrs. R. Howe and Junior Howe, are enjoying a vacation motor trip to Texas. Mrs. Clarke has sent to "Katherine of The Beach News," the following interesting message postmarked at Roosevelt, Arizona, Sept. 12: "We are having a fine trip on the way to El Paso, Texas. We camped last night near the Roosevelt dam in the Tonto Basin. This is a most wonderful achievement. The road leading to it is a great work in itself. After crossing the Gila river at the Gillispie dam, we found beautiful orchards and fields of alfalfa and corn. The valleys are very green and fertile. The roads all the way have been fine and even over the desert were not bad. We have met more California cars than any others! Most all on the way back home! We will be glad to se the good old ocean again and hear its roar! We plan to return by way of the Petrified Forest and Grand Canyon, the latter part of October.

◆ ◆ ◆

Greeting Cards—Froide—Bacon St

◆ ◆ ◆

HAPPY BIRTHDAY DINNER

Mrs. C. O. Brenner of Bermuda avenue celebrated her birthday anniversary last Monday by tendering a most delicious dinner to her many friends. The dining table was beautifully decorated and the charming hostess was the recipient of many pretty gifts.

◆ ◆ ◆

SURPRISE BIRTHDAY PARTY TO RECENT BRIDE

A delightful surprise birthday party and kitchen shower was tendered to Mrs. Allen J. Collins a recent bride, formerly Miss Audrey Schactebeck of Ocean Beach, and now residing on Alabama street, San Diego. Mrs. Collins was the recipient of many lovely gifts. An enjoyable evening was spent in music and games. After which delicious refreshments were served. Among those present were: Mr. and Mrs. George Buehler, Mr. and Mrs. Milton Schactibeck, Mr and Mrs. Benjamnn Chase, jr., Mr. and Mrs. Louis Schactebeck, Mr. and Mrs. Allen Collins, Mr. and Mrs. Hugh Weffernow, Mrs. C. L. Schactebeck, Mrs. James Smith, Mrs. Linnea Chilgren, Mrs. Ethel Masson, Misses Dela Wagner, Kathleen Masson, Olga Chilgren; Messrs. James Travess, Charles Knecht, John Smith, Walter Schactebeck, Benjamin Chase, jr.,

◆ ◆ ◆

BASKETRY CLASS NEEDS MORE MEMBERS

The Basketry class meets every night at 7 o'clock at the public school house. The class is under the direction of Mrs. Valentine who earnestly seeks more membership for the class. All interested are cordially invited.

◆ ◆ ◆

SEEKING DIVORCE ON CRUELTY CHARGES

Mrs. Marcia Grenawalt has entered suit for a divorce from Edward W. Grenawalt after more than nineteen years together. She alleges in her complaint that he is cruel and treats her with unkindness and blows.

◆ ◆ ◆

Mrs. J. P. Van Houten and daughter of 4817 Saratoga avenue have moved to San Diego, and their former residence has been rented to Mr. Edmondson and family.

◆ ◆ ◆

Mr. and Mrs. W. H. Recksick and family have moved to 4882 Saratoga avenue.

◆ ◆ ◆

Mr. and Mrs. Wallace Heffron and daughter, of Saratoga avenue, have moved to Lemon Grove.

HAPPY FAMILY RE-UNION FROM THREE STATES

The arrival in Ocean Beach last week of Mr. and Mrs. E. E. Keekley of Almena, Kansas, Mrs. Clara White of Des Moines, Iowa, and Mrs. Lottie Campbell of Leota, Kansas, on a visit to Mr. and Mrs. C. F. Near of Brighton avenue, marked a happy and most noteworthy family reunion. Mrs. Keckley, Mrs. White and Mrs. Campbell are sisters of Mr. Near, and some of them hadn't seen each other in twenty-eight years. The visitors expect to remain and enjoy the delights of Ocean Beach throughout the fall and winter. It is hoped they may become permanent residents.

◆ ◆ ◆

NEW AND OLD MAGAZINES bought and exchanged at Burkhardts, 1925 Bacon Street, O. B.—adv.

◆ ◆ ◆

OCEAN BEACH P.-T. A. MEETS NEXT FRIDAY

The Parent-Teacher Association of Ocean Beach will meet next Friday, October 7, at 3:15 p. m., in the kindergarten room of the public school. All members and others interested are cordially invited.

◆ ◆ ◆

GUEST FROM L. A.

Mr. and Mrs. M. G. Henry of Los Angeles were recent week-end guests at the homes of relatives in Ocean Beach.

◆ ◆ ◆

ENTERS TEACHERS' COLLEGE

Miss Eleanor Cressell, formerly of West Point Loma boulevard, now living at 704 Highland avenue, National City, has entered State Teachers college.

◆ ◆ ◆

VISITOR FROM SCOTLAND

Edw. Cressell Jr., motored down from Los Angeles over the week-end to visit his parents, bringing with him Miss Bettie McKie of Glasgow, Scotland.

◆ ◆ ◆

EN ROUTE HOME FROM EAST

Miss Dorothy Dunn the daughter of Rev. and Mrs. W. S. Dunn of Brighton avenue who has been in the East for about three months will arrive in Chicago next Monday. She will be entertained in the home of Mr. and Mrs. J. Evenhuise, who were former residents of Ocean Beach. Miss Dunn will leave Chicago on Friday, October 7, and expects to arrive home on or about the 14.

◆ ◆ ◆

SOCIAL IN NEW HOME

Mr. and Mrs. F. F. Edelen entertained with a bridge party last week at their home in Loma Portal as the third of a series of interesting social affairs they have given in their new home this last month.

◆ ◆ ◆

IMPROVING IN HEALTH

The many friends of Jean Harrison will be glad to know of her continued improvement, following her serious illness. Mrs. Harrison and her daughter Jean are residing for the present at the Alligator Rock Lodge, where Mrs. A. C. Burch, the proprietress extends every comfort.

◆ ◆ ◆

RETURNS FROM EAST

Mr. A. S. Bridges returned to his home on Point Loma about a week ago. Mrs. Bridges, who with her husband has been spending the summer in the East left New York last Wednesday, and expects to arrive here tomorrow, having remained to visit friends for a week longer.

◆ ◆ ◆

CLASSIFIED ADS GET QUICK RESULTS
WE CIRCULATE

O. B. LIBRARY

MARGARET RANKIN, LIBRARIAN

The following new adult books are for circulation at the Ocean Beach library.

Pa: the head of the family, Ashum; Ghost of Hemlock Canyon, Bindloss; A Good Woman, Bromfield; Beauty of the purple, Davis; Lotus of the dusk, Graham; Mrs. Wm. Horton Speaking, Kilbourne; North Star, King; Michael, Brother of Jerry, London; Mystery of Redmarsh Farm, Marshall; Lingering faun, Martin; Short grass, Ogden; Trouble range, Sanders; Meadowlark Basin, Sinclair; Law of the Talon, Tracey; Christina Alberta's father, Wells; Twilight sleeep, Wharton.

◆ ◆ ◆

Try our Classified Ads, for Quick Results—Only a dime a line, five words to the line, payable in advance.

WE CIRCULATE

STRAND RADIO

Bayview 0212
Strand Radio Co.

Kraft Bldg., Ocean Beach
W. W. DEUEL, Prop'r.
AUTHORIZED DEALER
RADIOLA and FEDERAL
RADIO REPAIRING
BATTERY CHARGING

Program Pacific Coast Nework - National Broadcasting Company, KFI
Sunday, Oct. 2—9 to 10 P. M.
"GREAT MOMENTS OF HISTORY"
Monday, Oct. 3—8 to 9 P. M.
Opera "FRA DIAVALO"
Tuesday, Oct. 4—9 to 10 P. M.
Eveready Hour Features, "THE ROUNDERS"
Tuesday, Oct. 4—10 to 11 P. M.
"THE VAGABONDS" at New Orleans
Wednesday, Oct. 5—9 to 10 P. M.
THE NATIONAL PLAYERS
Thursday, Oct. 5—9 to 10 P. M.
POPULAR NETWORK PROGRAM
Friday, Oct. 7—9 to 10 P. M.
"PHILCO HOUR" BROADCAST
Friday, Oct. 7—10 to 11 P. M.
"AN HOUR IN MEMORY LANE"
Saturday, Oct. 8—8 to 9 P. M.
SATURDAY NIGHT REVUE

STRAND RADIO

Strand Radio and Appliance Co.

DEMISE OF MISS SARAH GRUBBS

At the residence in Ocean Beach Miss Sarah Grubbs passed away last Tuesday, Sept. 27, following a lengthy illness. She was the sister of Miss Margaret Grubbs of 2257 Froude street, Ocean Beach; Mrs. Elizabeth Blunt and Elmer Grubbs, both of Pittsburgh, Pa.; John Grubbs of Salem, O.; aunt of Mrs. Clarence Mallery of Colton, Calif. The deceased was a native of Pennsylvania, aged 72 years 8 months 21 days.

◆ ◆ ◆

MISSION BEACH WOMAN'S CLUB

The Mission Beach Woman's club met on Friday, September 23. With regret the members were obliged to accept the resignation of their president, Mrs. E. J. Wonder who deserves much credit for successfully launching the club, and presiding over it during the past year. Mrs. C. W. Jackson, first vice-president, now assumes the presidency, and Mrs. C. C. Robertson was elected to fill Miss Jackson's office. The club will not lose Mrs. Wonder altogether, as she will retain her membership, but owing to poor health and business duty was compelled to resign from the office she so capably filled.

Mrs. Della Haman gave a very interesting report of the state convention at Sacramento which served to show the splendid work carried on by the state federation.

Miss Helen Gardner of Pacific Beach favored with three beautiful solos, accompanied by Mrs. J. M. Asher.

Refreshments were served by the hostess of the day, Mrs. Haman and Mrs. Plint.

The arts and crafts class hold there next meeting at Mrs. J. McNulty's on Portsmouth street, Wednesday, September 28 at one p. m.

◆ ◆ ◆

Subscribe to "The Beach News."

One Dollar for Fifty-two Weeks.

FABER'S FOUR STORES

Phone Bayview 0415 and 0418

SATURDAY AND MONDAY SPECIALS

Sugar, 10 pounds for	65¢
Butter, Golden Rod	46¢
JELLWELL, 3 packages for	25¢
Peas, Solar brand	10¢
Kidney Beans, Hart Brand	15¢
Cocoa Almond Soap (Special)	5c
BELLFLOWER APPLES, 7 lbs. for	25¢
Burbank Potatoes, 10 lbs. for	25¢
Idaho Russet Potatoes, 8 lbs. for	25¢
Sweet Potatoes, 5 lbs. for	25¢
Tomatoes, 3 pounds for	10¢
Fancy Head Lettuce	5¢
Muscat Grapes, 6 lbs. for	25¢
Fancy White Globe Onions, 6 lbs. for	25¢
CARROTS, TURNIPS, BEETS	3 for 10c
SPINACH, 3 for	10¢

WE DELIVER FREE ALL ORDERS OVER $1.50
CASH IS KING

OCEAN BEACH GARAGE

BEST EQUIPPED FOR SERVICE
Battery Charging—Welding
Lathe Work—Cylinder Honing
Half block from Fire Station
Official HEADLIGHT TESTING Station No. 1308
HENRY EULBERG, Propr.
4868 NEWPORT AVENUE
Exide BATTERIES
THE LONG-LIFE BATTERIES
Most Complete Stock of Replacement Parts, Tires, Tubes, Brake Linings and Accessories This Side of San Diego
STORAGE Phone, Bayview 0094 TOW CAR

School Supplies

All CAMERAS 25% Off
Cold, Appetizing Drinks of All Kinds Served at the Finest Fountain in the Beach districts of San Diego.
HAGE'S ICE CREAM specially prepared for home-trade and parties. Prompt and Courteous Service.
KRAFT'S DRUG STORE
Bacon Street and Newport Avenue, Ocean Beach
Phones—Bayview 0194, Bayview 0411

SERVICE—SERVICE—SERVICE—SERVICE—SERVICE
SUNSHINE SERVICE STATION
JAMES DOUGHERTY, Proprietor
Santa Monica Ave. and Bacon St., Ocean Beach
TIRES - BATTERIES - ACCESSORIES
SERVICE—SERVICE—SERVICE—SERVICE—SERVICE

NOW you can Re-Wax the Floor

Without Labor. RENT Our New Electric Waxer and Polisher. $2 per day, $1.25 for ½ day.
OCEAN BEACH HARDWARE CO.
Paints and Hardware
5004 Newport Ave. : Bayview 0049

Buy Beach Property Now!

"Buy At Home"—Patronize Your Community Merchant

MISSION BEACH AMUSEMENT CENTER

SKATING

Every Day and Evening in the Year at
KICKHAM'S
MISSION BEACH
ROLLER RINK
Largest Skating Surface in Southern California
AFTERNOONS AT 2 O'CLOCK—EVENINGS AT 7 O'CLOCK

Classified Ads Get Quick Results

KEEP ADVERTISING, AND ADVERTISING WILL KEEP YOU!

THIS NURSE NOW HAS GOOD HEALTH

Praises Lydia E. Pinkham's Vegetable Compound

"I have taken Lydia E. Pinkham's Vegetable Compound for some time and I would not be without it in the house. As I am a children's nurse, I have to be on my feet a great deal and your medicine has helped me wonderfully. I was hardly able to do my housework when I began taking it, and now I am a strong and well woman, able to do all that and go out nursing besides. I have also used the Sanative Wash and found it beneficial."—Mrs. Gertrude L. Stewart, 103 Davis St., Greenfield, Mass.

Valuable for Weakness

"I have found Lydia E. Pinkham's Vegetable Compound a valuable medicine for weakness."—Mrs. J. A. Pietsch, Box 397, Lancaster, Pa.

Hundreds of letters like these are received by the Pinkham Medicine Co., Lynn, Mass. Grateful women from Pennsylvania to Washington, from Texas to Illinois and from Rhode Island to Nebraska say that their health has improved since taking Lydia E. Pinkham's Vegetable Compound.

FOR OVER 200 YEARS

haarlem oil has been a world-wide remedy for kidney, liver and bladder disorders, rheumatism, lumbago and uric acid conditions.

GOLD MEDAL HAARLEM OIL CAPSULES

correct internal troubles, stimulate vital organs. Three sizes. All druggists. Insist on the original genuine Gold Medal.

FORD OWNERS, DRIVERS, AND REPAIRmen. Our booklet, The Ford Manual, explains the secrets of Ford Car. Reasons for motor stopping, how to find and cure the trouble. How to start if you lose switch key, or if switch is defective. Over 250 repair operations time, and wiring diagram. Will save you many times its cost, and inconvenience of waiting for mechanic. Mail One Dollar, and we will send you Manual, Postpaid. THE FORD MANUAL 1920 Kearney St. N. E., Washington, D. C.

Real Money Maker. Start your own business with Ten Select Formulas. Something new. Very small capital required. Only $1. Business Counsellor, 5656 Alhama St., Los Angeles, Calif.

Farmers Attention! Michigan lands near greatest markets, for grain, corn, potatoes, peas, beans, seeds, fruits, berries, dairying, poultry. Low prices, easy payments, long time. No crop failures or irrigation cost. Michigan Lands Develop. Co., Petoskey, Mich.

Ambitious Agent With Good Record and small capital. Join us. Our business unique, highly profitable and easily learned. Few hours wkly. KEENEY, 2999 Langley, Dept. K, Chicago.

Housewives—Reduce Canning Time 75%. Ask druggists, grocers for Mrs. Price's Canning Compound. Send name and address of self and five friends for one sample. Two extra samples 10c. K1605 North Penn, Minneapolis, Minn.

UGLY FRECKLES

Positively removed by Dr. C. H. Berry Co.'s Freckle Ointment. Your dealer or by mail 60c. **Booklet Free.** Dr. C. H. Berry Co., 275 Mich. Ave., Chicago.

PARKER'S HAIR BALSAM

Removes Dandruff. Stops Hair Falling. Restores Color and Beauty to Gray and Faded Hair. 60c. and $1.00 at Druggists. Hiscox Chem. Wks. Patchogue, N. Y.

FLORESTON SHAMPOO—Ideal for use in connection with Parker's Hair Balsam. Makes the hair soft and fluffy. 50 cents by mail or at druggists. Hiscox Chemical Works, Patchogue, N. Y.

W. N. U., San Francisco, No. 37--1927.

The more lawn some people have to mow the more they borrow the mower.

Americans Use More Electricity Nowadays

The ordinary daily life of the average American is growing more electrical every year. In 1925 the average home in this country used 365 kilowatt-hours of electrical current or about enough in a day to operate 20 ordinary house lamps one hour. In 1926 the consumption had grown to 400 kilowatt-hours per family, an increase of about 10 per cent. The rates throughout the land experienced a slight decrease so that even though people used one-tenth more electricity, the average family bill for the year 1926 was only $29.24 as compared with $27.89 the year before. These statistics are the result of a nation-wide survey made by Electrical Merchandising.

U. S. Blades Shave Europe

All Europe, it seems, is buying its safety razor shaves from America, says the American Druggist Magazine. Excluding the United Kingdom, where a prohibitive duty is imposed, safety razor blades shipped to Europe in 1926 were valued at $5,869,203, as compared with $4,300,297 in the preceding year.

Something Like Warm

Miss Quizz—Isn't the climate here dreadfully hot?

Sailor—Nothing to where I was last summer. Why miss, it was so hot that we had to take turns going down to the stokehole to cool off!

HANFORD'S Balsam of Myrrh

A Healing Antiseptic

All dealers are authorized to refund your money for the first bottle if not suited.

WHAT CAUSES BOILS.

Boils and carbuncles are the result of improper diet or infection of the skin. It is hard to determine the exact cause but CARBOIL will give quick relief. No expensive operation is necessary as one application of CARBOIL promptly stops the pain and continued use draws out the core. Get a generous 50c box from your druggist. **Money back if not satisfied.** SPURLOCK-NEAL CO., NASHVILLE, TENN.

Friendly

A cheerful hotel with a warm welcome for guests. Opposite leading theatres.

Room and Bath $2.50 to $3.50

Hotel Fielding

GEARY AT MASON

SAN FRANCISCO

Famous for Comfort

THE KINGDOM WITHIN

It supplies WISDOM, PERSONALITY, INSTINCT. To learn what science and chemistry are now able to tell of this age-old secret read HUMANITY SUPREME. It is not a lurid tale, but is meant for serious, intelligent people. The latest scientific discovery fully explained in this surprising booklet which for a short time will be sent to you free. W. R. GAUT 118 Lookout Avenue Charleroi, Pa.

EYES HURT?

Don't ignore the danger signals of aching eyes, red lids, bloodshot eyeballs. Mitchell Eye Salve removes irritation, reduces inflammation, soothes pain.

HALL & RUCKEL 147 Waverly Pl., New York

None are rash when they are not seen by anybody.—Stanislaus.

Genuine **BAYER ASPIRIN**

SAY "BAYER ASPIRIN" and INSIST!

Proved safe by millions and prescribed by physicians for

Colds	Headache	Neuritis	Lumbago
Pain	Neuralgia	Toothache	Rheumatism

DOES NOT AFFECT THE HEART

Safe Accept only "Bayer" package which contains proven directions. Handy "Bayer" boxes of 12 tablets. Also bottles of 24 and 100—Druggists.

Aspirin is the trade mark of Bayer Manufacture of Monoaceticacidester of Salicylicacid

Fresh Youthful Skin Maintained by Cuticura

Daily use of Cuticura Soap, with touches of Cuticura Ointment when required, will do much to prevent pore-clogging, irritating rashes, roughness and other unwholesome conditions of the skin.

Soap 25c. Ointment 25 and 50c. Talcum 25c. Sold everywhere. Sample each free. Address: "Cuticura Laboratories, Dept. B3, Malden, Mass."

Cuticura Shaving Stick 25c.

JUST HUMANS

By GENE CARR

© McClure Newspaper Syndicate

"AW, THAT'S OLD STUFF!"
"WOT Y'MEAN, OLD STUFF? I JUST DONE IT!"

Mother's Cook Book

Every occupation lifts itself with the enlarging life of him who practices it. The occupation that will not do that no man really has a right to occupy himself about.

SEASONABLE IDEAS

NOW that the mushroom season is on, it is wise to put up for winter use the surplus found in the fields. They make delicious sauces, and various dishes when served with a few mushrooms are quite out of the ordinary. They may be spiced and pickled like any other vegetable.

Mushroom Catsup.

Gather fresh mushrooms and pack them in alternate layers of salt in a stone jar. Let stand for twenty-four hours. Chop fine after standing and mix well. Let stand for two more days, then drain. Place the strained liquid in a kettle and bring to the boiling point and boil three minutes. To every four cupfuls of the liquid add one cupful of good vinegar (cider vinegar is best). Add one tablespoonful of cayenne pepper, three of allspice, two of ginger, one of cloves and one-half of mace. Boil until reduced to half the amount, then bottle and seal while hot.

Pickled Onions.

Pour boiling water over small white pickling onions to loosen the skins. Peel them, soak in strong brine twenty-four hours. Wash and place in a preserving kettle and cover with one part skimmed milk and two parts water. Boil gently for ten minutes. Drain, wash again and pour into bottles. Fill with hot spiced vinegar. Seal in the usual manner. The milk keeps the onions from turning yellow, it is said.

Scrambled Eggs With Corn.

Take one cupful of freshly grated corn, one cupful of milk, one tablespoonful of finely minced green pepper, one tablespoonful of butter and one-half teaspoonful of salt. Put the corn, pepper and half of the milk in a saucepan and cook five minutes. Beat the eggs and add the rest of the milk, add to the corn and cook slowly until set. Add butter and salt if needed and serve on slices of buttered toast.

Ginger Punch.

Chop three-fourths of a pound of canton ginger, add one quart of water, one cupful of sugar and boil twenty minutes. Cool and add three tablespoonfuls of ginger sirup, three-fourths of a cupful of orange juice, one-half cupful of lemon juice and large pieces of ice. Stir until well chilled and add one quart of apollinaris water.

Nellie Maxwell

(©, 1927, Western Newspaper Union.)

GIRLIGAGS

"I hear men in Paris are wearing dark brown evening clothes," says Reno Ritzi. "Over here dark brown is a matter of taste."

SOMETHING TO THINK ABOUT

By F. A. WALKER

PICKING FLAWS

EVER since the world began and the serpent convinced Eve that the Garden arrangements were not at all what they should be, criticism has been one of the most popular activities of the human mind.

Did you ever notice how many "I's" there are in the word?

CrItIcIsm.

It is the "I's" that make it so popular. Listen to a habitual critic, a well-developed fault-finder. Every one of his criticisms begins with "I think" or "I believe" or "I see," and then follows his opinion, fully and freely expressed.

Criticism, when the critic knows what he is talking about and delivers his opinion in a constructive and helpful way, is well worth while. When it is offered without a basis of information and experience and without a service of betterment it is harmful and worse than useless.

Too often the critic measures the learning and wisdom of others by the yardstick of his own ignorance or prejudice.

One of the greatest statues carved by Michelangelo was the colossal "Young David," which he cut from a block of marble which another sculptor had rejected some forty years before.

This statue of David and his superlative figure of Moses are the greatest statues since the days of Praxiteles and worthy to rank with the best Greece produced.

When Michelangelo had finished "David" he asked some of his artist friends to view it, among them Soderini, of little talent and soon forgotten.

Vasari, who was a great admirer of Michelangelo and whose stories of the art world at that period are interesting reading, tells the anecdote of Soderini's criticism as follows:

"When he saw the statue it pleased him much, but he said to Michelangelo, who was engaged in retouching it, 'that he thought the nose was too thick. Michelangelo, seeing that Soderini was below the statue, and could not see it truly, to satisfy him went up on the scaffold, taking with him a chisel and a little marble and made believe as if working, letting a little dust fall from his hand as he did so, but not at any time touching the nose of the figure. Then looking down at Soderini he said: 'Look at it now.'

"'It pleases me much better,' said Soderini, 'you have given it life.'

"'So,' says Vasari, 'Michelangelo came down, pitying those who make a show of understanding matters about which they really know nothing.'"

Do not think that because a man accepts your criticism he really thinks your judgment better than his. He accepts it, perhaps, because you are his boss or because he would rather endure your wrong judgment than to waste his time in argument.

Disraeli, earl of Beaconsfield, who had his full share of criticism, said: "It is much easier to be critical than to be correct."

Socrates, when he was told by the Delphic oracle that he was the wisest man in all Greece, which was undoubtedly true, replied: "'Tis because that I alone of all the Greeks know that I know nothing."

To criticize that which you yourself cannot equal is impudence.

Measure yourself before you estimate others.

There is no surer way to prove your ignorance and establish your littleness than to devote your life to the criticism of those whose efforts and accomplishments are beyond the capacity of your own endeavors.

(© by McClure Newspaper Syndicate.)

WANTED: A MAN

By EVELYN GAGE BROWNE

WANTED—A man who likes to work,
And who can find things to do
Without his needing a manager's help,
And several assistants, too.

A man who gets to work on time,
And who doesn't endanger the rest,
By being the first one to rush away—
But all day long does his best.

A man who listens to what he is told,
Then does that thing just right;
Who puts his heart and soul in his job,
And hustles with all his might.

A man who never pities himself
For having to pitch in and dig,
But who is determined to just "make good"
And be worthy of being BIG.

A man who always tells the truth
And looks you straight in the eye,
A man you can bank on every time
To scorn deceit and a lie.

A man who gives you service-plus,
And whose work is A Number One,
Who never kicks at "overtime"
When his regular work is done.

A man who works for vastly more
Than so many dollars a day,
Who is ready for rapid promotion, too,
Whenever it comes his way.

WANTED, such a man to get to the top
And sit in the President's chair;
If interested, apply any time
To just anyone, anywhere!

(Copyright.)

WHEN I WAS TWENTY-ONE

BY JOSEPH KAYE

At 21—"Uncle" Joe Cannon Began His Legal Struggles.

AT TWENTY-ONE I was a law student and was admitted to the bar a year. In Shelbyville, Ind., where I was practicing, I waited a whole year for a client who never came so I went to Tuscola, Ill.—because that was as far as my money would carry me on the railroad.—Joseph G. Cannon.

"Uncle Joe," as Mr. Cannon was popularly known, was made state's attorney for the Twenty-seventh Judicial district of Illinois when he was only twenty-five and from then on until some years ago he had been in public office, becoming one of the famous political leaders in the country during his incumbency as speaker of the house.

(© by McClure Newspaper Syndicate.)

Do You Know ??~ That: ~??

"HOBSON'S CHOICE" is a phrase denoting a choice without an alternative?

Hobson's Choice, so called in reference to the practice of Tobias Hobson. It is said that he was the first man in England to hire out hack horses. When a customer made his appearance, it was his practice to lead him into the stable and show his goodly array of beasts. The customer, however, was obliged to take the horse next to the door so that every one should be served alike, or according to his chance. Thereafter it became a byword to say, "Hobson's Choice" when what ought to have been one's choice was in reality forced upon one.—Anna S. Turnquist.

(©, 1927, by Western Newspaper Union.)

Rested Him

"See here, sir," cried the irate patron, "I want to complain about the waiter—"

"I'm glad to hear it," interrupted the proprietor of the restaurant. "Yes; it's a relief to hear a complaint that isn't about the food.—Boston Post.

What Does Your Child Want to Know ?

Answered by BARBARA BOURJAILY

WHY DOES CREAM RISE TO THE TOP OF THE MILK?

Cream is the fat part of the milk
And rises for this cause,
That light things rise whene'er they can,
Obeying nature's laws.

(Copyright.)

Scraps of Humor

HOLLYWOOD HORROR

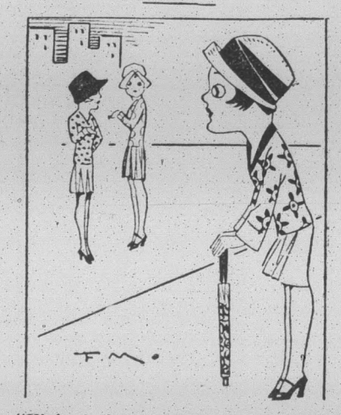
Phillida had gone to an exhibition of pictures. Not that she knew anything about art, but it was the thing to do.

"Hullo, Miss Phillida," said a clever young artist, as she stood gazing at an oil painting. "I see you are interested in art."

Phillida turned her lovely, vacant eyes on the speaker.

"Me?" she said, "Art who?"

AWFUL PREDICAMENT



"Vivian's in an awful predicament."

"What's the matter?"

"The man she was engaged to at the summer resort is actually writing love letters to her now that she's home."

Homes

Palaces grow in the cities,
Tho' tenements back of them hide;
But homes grow in the little towns,
And dot the countryside.

He Knew His Stuff

Examining Officer (explaining magnetism to candidate for navy)—Jack, how many natural magnets are known of?

Jack—Two, sir.

"And will you please name them?"

"Blondes and brunettes, sir."—U. S. Navy.

The Other Way Round

The sergeant paused on his nightly round and prodded the sleeping policeman.

"What, asleep again?" he growled. "Can it be from force of habit?"

"No, sir," answered the drowsy constable, "it's just a habit of the force."

Following Orders

"I can't imagine why Smith should be so angry with his son. The boy acted on instructions."

"In what way?"

"His father told him to go out and find an opening and the next thing the youngster did was write and tell his father he was in a hole."

HE OUGHT TO KNOW

"I wonder how old Satan is?"

"I thought you said you had a complete family tree."

Machinery

Machinery each day we see,
New thrills framed to deliver.
A printing press may prove to be
More fearsome than a flivver.

Do Your Stuff, Judge!

Liza—Jedge, if'n you grants me a divorce you will save me from committin' a terrible crime.

The Judge—What crime do you mean?

Liza—Bigamy.

Composite Case

Aunt (in Passing Show)—And how many patients have you, James?

Young Doctor—Only one, so far, auntie; but he's given me a good start—he has 15 complaints.

Quick Thinking

"To think this is our honeymoon trip and you went to the station and bought a ticket for only one."

"Well! Well! Now, dearest, what do you think of that? I had forgotten myself entirely."

Not Worth the Run

Prim Aunt (at the resort)—No man would catch me running along the beach in a costume like that.

Pert Niece—I don't think any man would try, auntie.

TATANKA YOTANKA

By ELMO SCOTT WATSON

AMERICAN INDIAN DAY, which is observed on the third Friday in September in many states, has an added touch of interest this year because of the announced plan for honoring a great leader in a new way. Sitting Bull, the Sioux, is to be made the subject of a poetry contest to be conducted by Pasque Petals, South Dakota poetry magazine. C. N. Herried of Aberdeen has offered a cash prize for the best 40-line poem on Sitting Bull, to be submitted to the magazine before December 1 of this year. "From my viewpoint, Sitting Bull was one of the truly great among the many notable Sioux of the Dakotas, in spite of the fact that he has been misunderstood and maligned," Mr. Herried has declared.

There are many students of history who will confirm Mr. Herried's estimate. So far history's verdict on Sitting Bull has been handed down mainly by white men who saw in him only a troublemaker, irreconcilable to the fate imposed upon his race by the white men under the name of civilization. If ever the red man is called upon to hand down a verdict, he will probably find in the fact that Sitting Bull was irreconcilable a kind of racial patriotism that can only be admired, misguided though it may have been.

It is doubtful if the name of any other Indian is so well known to the average American as is the name of this warrior and tribal leader of the Hunkpapa Teton division of the great Sioux or Dakota confederacy. And a corollary to that statement is that it is also doubtful if there have ever been told about any other Indian so many wild tales, and if there has ever been included in them so much sheer bunk as have been told and written about Tatanka Yotanka (Tatanka—Buffalo Bull; Yotanka—Sitting). Here are a few of the choice bits of misinformation that have at one time or another been given out as fact, and as such have been accepted by some so-called historians:

(1) Sitting Bull was a half-breed, and after receiving a good education from French-Canadian priests, returned to his people and "went back to the blanket."

(2) Sitting Bull was a graduate of West Point, who gradually drifted back into savage life. He had various solid acquirements, could speak French like a Parisian, was a close student of Napoleon's campaigns, etc., etc.

(3) Sitting Bull was a Mason, knew the Masonic ritual and lodge work as well as the emblems and on at least two occasions saved the lives of white men, captured by his warriors, because they wore Masonic emblems.

(4) Sitting Bull was commander in chief of all the Indians at the Battle of the Little Big Horn where Custer was killed, and he gave to a missionary, who had been adopted into his tribe, a complete account of how he planned the battle which ended so disastrously for the soldiers. This involved placing dummy figures in front of the lodges in the village to deceive the soldiers. After thus setting the stage he retired to the hills with his warriors, having first sent the women and children to a place of safety. Before the soldiers could recover from the surprise at finding the village deserted, Sitting Bull fell upon them from the rear and destroyed most of them.

(5) Sitting Bull visited West Point in 1859, there met Cadet Custer, and such a warm friendship sprang up between the red man and white that Sitting Bull made Custer his "blood brother." Accordingly, the day before the Battle of the Little Big Horn, Sitting Bull called a council, told his warriors that they were to fight Custer the next day, but that since Custer was his "blood brother," they were not to harm him. And then the cavalry leader foiled the Indian's kind purpose by committing suicide when he saw that all was lost!

From the most authoritative sources of information available, the patent absurdities of these statements can be disposed of as follows:

(1) Sitting Bull was a full-blood Sioux, born on the Grand river, S. D., about 1834, the son of a subchief of the Hunkpapa, named Four Horns, who changed his name to Sitting Bull when he "made medicine" in 1857. As a boy Sitting Bull (the younger) was first known as Jumping Badger. When he was fourteen he accompanied his father on the warpath against the Crows and counted his first coup on the body of a fallen enemy. On the return of the party his father made a feast, gave away many horses and announced that his son had won the right to be known by his name.

(2) This statement is too ridiculous on the face of it to warrant denial. As for his ability to speak French, it is possible that he picked up some words and phrases from French Candian traders and others with whom the Sioux came into contact, but more than that the story of his linguistic ability is undoubtedly fictitious.

(3) Possible but highly improbable. Neither of the two cases are sufficiently authenticated to be accepted seriously. It may have been mere coincidence that two men whose lives he spared were Masons. There is said to be a similarity between some of the secret signs of Masonry and some of the Indian sign language in universal use among the Plains tribes and a similarity between some of the Masonic ceremonies and certain Indian ceremonials. These similarities may have been one of the origins of this yarn.

(4) The part of Sitting Bull at the Custer battle is at best an equivocal one. Although his being the son of a subchief would give him some hereditary right to leadership, he had risen to prominence among the Sioux as a medicine man and a councillor because he possessed "accuracy of judgment, knowledge of men, a student-like disposition to observe natural phenomena, and a deep insight into affairs among Indians and such white people as he came into contact with." Before the Custer battle he had predicted a great victory for the Indians, and at the opening of the fight he retired to the hills some distance away and was there during the engagement. But there was no especial disgrace attached to Sitting Bull, the medicine man, doing this. Diplomats and statesmen of other nations who bring about wars are usually far from the firing line.

As for "commander in chief of the Indian forces" there was none in that battle. An Indian chief's authority over his followers was only nominal, and of all the thousands of Sioux (Oglala, Hunkpapa, Brule, Miniconjou, Sans Arc and Sihasapa) and Northern Cheyennes on the Little Big Horn that day, few, except possibly the members of Sitting Bull's immediate band of Hunkpapa, would have acknowledged his authority. The Indian leaders who were principally responsible for the tactics which resulted in the defeat of the Seventh cavalry, were first and foremost, Gall of the Hunkpapas, and then Crazy Horse of the Oglalas and Two Moons of the Northern Cheyennes.

(5) So far as there is any authentic record, the first visit Sitting Bull ever paid to the East was in 1868 when he, Red Cloud of the Oglalas and Spotted Tail of the Brules went to Washington, where they were received by President Grant. If he visited Custer at West Point or ever had any contact with that officer, it is indeed curious that Custer himself in his writings, Mrs. Custer in hers (notably her books, "Boots and Saddles," "Following the Guidon" and "Tenting on the Plains," or any of the accurate and painstaking biographers of the leader of the Seventh, never have mentioned the fact. So this incident can be dismissed as pure fiction, as can Sitting Bull's instructions that Custer's life should be spared. The "Custer suicide" story has been repeatedly disproved by men who saw his body soon after the battle.

In stating that Sitting Bull was more noted as a medicine man than a war leader, it should not be supposed that he was lacking in ability as the latter, even though there has been some dispute on this point. Col. James McLaughlin, agent on the Standing Rock reservation where Sitting Bull spent his last years, has always maintained that he was a physical coward, and others have pointed to his actions at the Custer battle as evidence of that fact. Dr. Charles A. Eastman, the noted Sioux author, as the result of his investigations among his own race, has recorded several incidents of Sitting Bull's valor in battle, and it is reasonable to suppose that Doctor Eastman could come nearer getting the truth about Sitting Bull than any white man.

So a final summing up of Tatanka Yotanka—and perhaps some of the entrants in the South Dakota poetry contest may voice it in their verse—would write him down as a brave warrior in his youth, at a later period the most sagacious and powerful medicine man the Sioux ever had and an embittered "caged eagle" in his last years. From the white man's point of view he was a malcontent; from the Indian's, a patriot. These were the words of Sitting Bull once when he was being questioned by an importunate American newspaper man: "I am," said he, crossing both hands upon his chest, slightly nodding, and smiling satircally, "a man!"

Man Outdoes the Birds

Factory-made wings have eclipsed the feathered species. Lindbergh's non-stop flight was 3,610 miles. The distance flown by Chamberlin and Levine is estimated from 3,900 to 4,400 miles. The longest nonstop flights of birds have been those of Alaskan plovers from the Aleutian islands to Hawaii, a distance of 2,400 miles, and the annual migrations of golden plovers from Newfoundland and Nova Scotia to the Leeward islands and the northeastern coast of South America, a distance of 1,700 to 2,200 miles.

Educating Convicts

Nearly 100 prisoners each year during the past four years have enrolled in courses offered to inmates of Rockview penitentiary by the engineering extension department of Pennsylvania State college. Ten courses were given during the year just ended, and at recent final exercises of the night school educational classes seventy inmates received special certificates.—School Life.

Valuable Man

Sweet Thing—Oh, are you really an oil driller? I didn't suppose a fat man like you could do that kind of work.

Driller—The company pays me a special bonus, lady. You see, when we strike oil suddenly, all I have to do is stick my leg down the hole, and she's capped.

Daddy's Evening Fairy Tale

BY MARY GRAHAM BONNER

COPYRIGHT BY WESTERN NEWSPAPER UNION

THE TREE TRUNKS

The trunks of the trees in the woods had been growing very restless. They wanted to go away somewhere.

They were tired of the woods—at least for a time.

They did want a change very badly.

"You see," said one old trunk of a pine tree, the very name we have means travel."

"Do people ever go away without trunks? It does seem a pity, I think, to be called the very name of trunk without going anywhere at all."

And the tops of the trees began to wave and shiver. But the trunks still went on muttering.

After awhile the tops of the trees began whispering very excitedly to the trunks that held them up in the air.

This is what they said:

"Let us tell you what to do.

"We will call to our friends the clouds and ask the rain to come down on the earth, and we'll ask the north wind to blow, and then you'll get a complete change of air.

"It will be quite, quite cold, and then when you've had enough of that,

Old Mr. North Wind.

we'll see what we can do with Mr. Sun and Mr. South Wind."

But the trunks of the trees said that their names meant travel.

Then the branches began speaking again, and this time they won.

For they told the trunks that all people meant by travel was to have a change—and the trunks only went along, too, because the people had to leave their homes and take silly clothes along with them.

Then the trunks of the trees saw what it all meant—all the talk about trunks and travel and changes of air.

And a change of air they certainly did get.

Old Mr. North Wind had a fine time and blew a perfect gale, which he thinks is the best fun in the world.

He even broke some of the grown-ups' shutters off their houses, which was very bad of him, but he was on a wild sort of a time.

It was seldom that the tops of the trees let him blow quite so hard, as they usually get rather tired waving around with him.

And the rain came down and poured all over the earth, and the flowers had all the drinks they wanted, and the streams filled up for later times when the birds and animals would come for drinks and swims.

As for the grown-ups, they didn't think it was a nice storm at all.

But the trunks certainly did have a fine change!

For several days it was bitterly cold, and the air was just as different as though they had gone way, way, way off traveling.

And they thanked their nice branches for the good time they had had, and old Mr. North Wind was just as grateful as he could be!

"Familiarity Breeds—

When Charles returned to school in the fall he found that his class had a new teacher. He remarked that he was going to like school now, because the new teacher wasn't cross like the old one.

After a few days he was asked if he still liked his new teacher.

"No!" he said. "She must be getting acquainted with us, because she was mad as the dickens today."—Liberty.

Caveman Stuff

Mother sent little Harry to take his smaller sister safely to the kindergarten. He was back sooner than she expected.

"Well, dear," she said, "did you treat Mary like a little lady, as I asked you to?"

"Naw," replied the youngster disgustedly, "we canned that lady-and-gentleman stuff, an' I chased her most of the way."

Proved It

Tom—You crook! Those cards are marked.

Jerry—I'm no crook and these cards aren't marked. See these aces in my sleeve? Well, if the cards were marked I wouldn't have to have 'em there.

Mean Thing!

Phoebe the Steno—Aren't men stingy, though?

Tillie the Manicurist—They're awful! Lots of 'em trim their nails on the left hands and then expect me to knock off half when I do the other for 'em!

"What is my present car worth in trade?"

OCCASIONALLY you hear a car owner say: "I'm going to buy such and such a new car because the dealer has offered me the best deal on my present car."

But without understanding the economics of trade-in transactions, you cannot be sure that the largest allowance offered means the best deal for you.

These are basic facts:

1 Your present car has only one fundamental basis of value; *i. e.*, what the dealer who accepts it in trade can get for it in the used car market.

2 Your present car has seemingly different values because competitive dealers are bidding to sell you a new car.

3 The largest allowance offered is not necessarily the best deal for you. Sometimes it is; sometimes it is not.

4 An excessive allowance may mean that you are paying an excessive price for the new car in comparison with its real value.

5 First judge the merits of the new car in comparison with its price, including all delivery and finance charges. *Then* weigh any difference in allowance offered on your present car.

Remember that when you trade-in your present car you are after all making a *purchase*, not a *sale*. You are simply applying your present car as a credit toward the purchase price of a new car.

GENERAL MOTORS

"A car for every purse and purpose"

CHEVROLET · PONTIAC · OLDSMOBILE · OAKLAND
BUICK · LASALLE · CADILLAC · GENERAL MOTORS
TRUCKS · YELLOW CABS and COACHES

FRIGIDAIRE—The electric refrigerator

Seeing vs. Hearing

"My husband always wants a front seat."

"Mine does, too, at the Follies; but a rear seat is good enough for him in church."

BABIES CRY FOR "CASTORIA"

Prepared Especially for Infants and Children of All Ages

Mother! Fletcher's Castoria has been in use for over 30 years as a pleasant, harmless substitute for Castor Oil, Paregoric, Teething Drops and Soothing Syrups. Contains no narcotics. Proven directions are on each package. Physicians everywhere recommend it.

The genuine bears signature of

Chas. H. Fletcher.

"Let Not the Sun—"

Call for the grandest of all human sentiments, what is that? It is that a man should forget his anger before he lies down to sleep.—DeQuincey.

Exult not, for God loveth not those who exult.—The Koran.

Your Kidneys

Must Function Properly for You to Be Well.

LATE hours, rich foods and stimulating drinks are all hard on our kidneys. If their action becomes sluggish, they do not thoroughly cleanse the blood of poisonous wastes.

Such impurities are apt to make one dull, tired and achy, with often a nagging backache, drowsy headaches and dizziness. A common warning of imperfect kidney action is scanty or burning excretions.

Thousands have learned the virtue of *Doan's Pills*, stimulant diuretic. 50,000 users have publicly recommended *Doan's*. *Ask your neighbor!*

DOAN'S PILLS 60c
STIMULANT DIURETIC TO THE KIDNEYS
Foster-Milburn Co. Mfg. Chems. Buffalo, N.Y.

Baby Buzz sounds a "mess" call

FLIT spray clears your home of flies and mosquitoes. It also kills bed bugs, roaches, ants, and their eggs. Fatal to insects but harmless to mankind. Will not stain. Get Flit today.

© 1927 STANDARD OIL CO. (N.J.)

Classified ADS.

ONLY A DIME A LINE

TERMS CASH

Rates, 10 cents per line, averaging 5 words to a line. No advertisement for less than 30 cents, all payable in Advance

WANT TO BORROW SOME MONEY? We have $5,000 to loan on good security.

Want a real home on real easy terms? We have it.

THE MAY CO., 5009 W. Pt. Loma boulevard, Ocean Beach. Phone Bayview 0422.

FOR RENT—3-room coottage partly furnished; bath; no objections to infant; 4960 Saratoga Ave. Call after 5:30 p. m

WANTED—Sewing at my home at reasonable rates: first class work. 4535 Brighton avenue. Ocean Beach.

WANTED—Your cottage to sell. Must be easy payment. Have customers waiting. Wenrich & Warren, across from Merry-Go-Round.

FO RSALE—Twenty R. I. R. pullets; some are laying; bargain for the lot. Also chicken coop, very cheap; 4783 Voltaire street, Ocean Beach.

FOR SALE — Two new stucco houses, all modern; 2 bedrooms and 3 bedrooms; double garage; view unsurpassed; will take lot or $300 down payment. Call at 4410 Long Branch avenue. WALTER M. SMITH. Exceptional bargains!

FOR SALL—Full size iron bed and springs, in fine condition; very reasonable. FROIDE'S, 1868 Bacon st., Ocean Beach.

FOR RENT—Cottage, 3 rooms and bath; completely furnished; adults only, $22 per month to permanent tenants. Call 4945 Del Monte Ave., Ocean Beach.

FOR RENT—Garage, $3 per month. FROIDE'S, 1868 Bacon street, Ocean Beach.

WANTED—Hear from owner ranch for sale. State cash price, particulars. D. F. Bush, Minneapolis, Minnesota.

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.

BRIDGE- LUNCHEON IN NEW RESIDENCE

Mrs. Arthur W. Collins and her mother, Mrs. C. A. Conklin, were hostesses at bridge luncheon last Thursday at the new home of Mrs. Collins on Granger street, Sunset Cliffs. A color arrangement of white and gold were carried out in the refreshments and decorations. The party was the first that was given in their new home.

BOY SCOUT TROOP NO. 29

There were fifteen Scouts present at their meeting last Friday night in the schoolroom of the Ocean Beach Baptist church. After the business session, during which a special program was arranged for the next meeting, Jean Fowler completed his test on signalling, and Arthur McCumber passed the test for tenderfoot scout.

Junior Assistant Scoutmaster Sam Lipsett presented eight of the Scouts with blue neckerchief for neatness of Scout uniforms.

Troop Committee

The Scoutmaster, Rev. W. S. Dunn, is glad to announce that Dr. W. F. Bush, Mr. Kenneth Crosby and Mr. Robert Moorehead will act as troop committee for this Scout year.

"BUY AT HOME"
Patronize Community Merchants

Community Forum

Here's a Place to Say What You Think

This Forum is open to our readers for the expression of opinions and criticisms, whether favorable or unfavorable, on any and all subjects and questions affecting the Beach communities. The views herein expressed are not necessarily our views. We do not ask you to agree with them or with us. We will publish as many reasonable letters each week as space will permit. Please write on one side of the paper only; and sign all communications, not obligatory for publication, unless so requested, but as an evidence of good faith.

THE EDITOR.

LINDBERGH BEACH

Sacred Heart Rectory, 2001 DeFoe street, Ocean Beach, Calif.

Mr. Kirk Smith,
Editor, "The Beach News,"

Dear Mr. Smith and dear Mr. Editor:—Please permit me space in your valuable paper, to express the following thoughts concerning th so-called change of name for Ocean Beach.

Occasionally I have read in "The Beach News," a letter from someone or other, living here, anent the change of name for Ocean Beach. The suggestion has been made that it be given the name of Point Loma Beach or Loma Beach, and one concluded that Point Loma Beach be adopted without further consideration.

It seems to me that Point Loma Beach would be confusing, since there is already a Point Loma town over the hills here, and overlooking San Diego bay, and this town **Point Loma has a postoffice of its own!**.

Moreover there is no reason whatsoever why we should change the name of Ocean Beach because Ocean Beach is a part of the well-known city of San Diego, California, and consequently we are living in the city of San Diego. In proof of these facts, I might state that oftentimes members of this community receive mail addressed to the number and street here and signed San Diego, California as is the case when I receive mail addressed: Sacred Heart church, 2001 DeFoe street, San Diego, California. Why then, should we change our present well known part of the world to **Point Loma Beach to cause confusion with Point Loma, California**, is beyond my comprehension.

If, some in Ocean Beach, think that it is advisable (which it is not) to change the name of Ocean Beach, why not introduce a name which means something more than Point Loma, as for example a name of well known hero. The names of our American heroes are legion. We might "choose" anyone of these great men or women, and apply the name to our beach. One such hero whom we all know, and who was our guest a few days ago, might be considered and his name used for our beach. This hero is none other than Col. Charles Lindbergh.

I would suggest, therefore, that we name our beach here **"Lindbergh Beach**, San Diego, California."

Very sincerely yours,
REV. P. C. SANTY

LOMA BEACH or POINT LOMA BEACH

Ocean Beach, Calif., Sept. 27, 1927
Mr. Kirk Smith,
Editor "The Beach News."

Dear Sir:—I am very much interested in Ocean Beach, as a property owner, and a taxpayer, so, of course I would like for our city to go ahead, I note in your paper, of September 17, that a party has suggested that we change our name to Point Loma Beach or to Loma Beach, say, what a wonderful suggestion, at this time.

Point Loma Beach, or Loma Beach, should be our right name, as we are part of Point Loma, and on the other hand, we are the only beach on this wonderful Point Loma noted the world over.

So, I would like to say, that I, for one approve of this good work, in changing to Point Loma, or Loma Beach.

Thanking you I am,
Yours very truly,
GERTRUDE H. CALVIN
Sunset Floral Shop
4985 Voltaire St.

Ocean Beach, September 26, 1927
Mr. Kirk Smith,
Editor "The Beach News.

ear Sir:—I just want to add a word in regard to the change in the name of our beach. Since all the world is familiar with Point Loma, which is considered one of the famed view places in our land, what then could be more appropriate than to change the name of our beautiful beach to one that will mean something to all who hear of it. I therefore, wish to place my stamp of approval on the name Point Loma Beach or Loma Beach.

MRS. J. W. RANKIN

Ocean Beach, September 26, 1927
Mr. Kirk Smith,
Editor "The Beach News.

Dear Sir:—I see in your good paper of September 17, and note with great interest, as to the changing of the name of our wonderfully located beach, and San Diego's nearest beach. I am very sure that if our name was Point Loma Beach, or even Loma Beach, that there would be thousands of people, who would know where we were on account of Point Loma being so widely known, in fact all over the world.

I am sure that it would put us in a higher standing, for in this case, there would be a great deal in the name, that would help us all, so let's change it and be what we really are!

Thanking you very much for this, also for the interest you have in your popular paper as to others in changing the name to Point Loma Beach or Loma Beach.

Yours very truly,
J. THOS. McCOY
4999 Voltaire Street.

Please mention The Beach News in your dealings with the patrons of our advertising columns.

Subscribe to "THE BEACH NEWS"—One dollar for one year.

Highest and Lowest Spots in the Nation

View of Mount Whitney, Highest Mountain Peak in the United States. (Inset) General John C. Fremont, Who Named Owens Valley

ROMANCE AND STRIFE OF OWENS VALLEY

For nearly a century the Owens valley of California, high and rugged, walled in by mighty mountains, a community yet remindful of the days of the pioneers, has been the scene of events constituting an epic chapter inthe history of the West. Inyo county, which is very sparsely settled except for the Owens Valley section, lays claim not only to historical fame but to topographical note as well. In this county are the highest and the lowest spots in the nation. Mount Whitney, topmost peak of the High Sierras, is 14,501 feet in elevation and Death Valley, on the eastern edge of the county, is 427 feet below the level of the sea. Mount Whitney, is crowned with everlasting snows. Death Valley bakes under an everblazing sun. The Sierras rear their jagged crests along the western boundary of Inyo and on the east the dry and bleak White and Inyo mountains shut the valley off from the great American desert.

Subscribe for "The Beach News."

BANK OF ITALY
NATIONAL TRUST & SAVINGS ASSOCIATION

California *needs* this great state-wide banking organization to finance its growing industries...

A FEW YEARS AGO important agricultural and commercial interests of California suffered periodically from a lack of timely financing. Millions of dollars were required at certain seasons of the year to move crops and sustain other big interests. Local institutions were often unable to supply credit facilities on a scale adequate for these purposes. The establishment of Bank of Italy's statewide organization has changed this situation. Now, 164 California communities may draw from a vast reservoir of capital—in sufficient amounts to meet their requirements. The Bank of Italy's statewide system has, year after year, proved itself to be a dependable stabilizing force in the agricultural and commercial fields.

Bank of Italy
National Trust & Savings Association

OCEAN BEACH BRANCH
OFFICERS
F. E. MANNING, Manager
C. W. TOBEY, Asst. Manager

MISSION BEACH GARAGE

3779 Mission Boulevard,
Mission Beach
WILLIAM F. ENGLAND
Phone
Pacific Beach
1151

TOWING AND EXPERT REPAIRING
BRAKE BANDS RE-LINED FREE

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of **The Beach News**, published weekly at 4829 Saratoga avenue, Ocean Beach, Calif., for October 1, 1927.

State of California,
County of San Diego—ss:

Before me, a notary public in and for the state and county aforesaid, personally appeared the owner of **The Beach News** and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor and business managers are:

Publisher, Kirk Smith, Ocean Beach, Calif.; editor, Kirk Smith, Ocean Beach, Calif.; managing editor, Kirk Smith, Ocean Beach, Calif.; business managers, Kirk Smith and Katherine Smith, Ocean Beach, Calif.

2. That the owner is (if the publication is owned by an individual, his name and address, or if owned by more than one individual, the name and address of each should be given below; if the publication is owned by a corporation, the name of the corporation and the names and addresses of the stockholders owning or holding 1 per cent or more of the total amount of stock should be given):

Kirk Smith, 4829 Saratoga avenue, Ocean Beach, Calif.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.)

None.

KIRK SMITH,
Editor-Owner **The Beach News.**

Sworn to and subscribed before me this 28th day of September, 1927.
AGNES G. ELLS,
[Seal] Notary Public.
My commission expires Oct. 18, 1928.

WHAT COULD BE BETTER
For
A Birthday Gift
A Wedding Present
A Friendship Remembrance
An Anniversary Memento
Than a Year's Subscription to
"THE BEACH NEWS"
One Dollar for Fifty-two Weeks.

Don't Watch Mission and Ocean Beaches Grow—Grow With Them!

Subscribe to "The Beach News."

Do You Know?

THAT this newspaper is officially legalized for the publication of CERTIFICATES OF INDIVIDUAL FICTITIOUS NAMES and any and all kinds of LEGAL NOTICES. The attention is particularly requested of beach business folks who believe in the patronage of home industry. Dollars and dimes sent away are gone beyond recall.

ABOUT PRINTING PRICES

All job printing by "The Beach News" carries the Union Label and **all estimates are made in accordance with the Franklin Price List, our prices for standard printing being precisely the same as any Union office in the city. Quality and service unexcelled. Give us a trial**

You Can't Go Wrong
WHEN YOU BUY
BEACH PROPERTY

CHURCHES

CHRISTIAN SCIENCE SOCIETY
1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

Reading Room open Mondays, Thursdays and Saturdays from 2:30 to 4:30 p. m., except holidays.

FIRST BAPTIST CHURCH OF OCEAN BEACH
DeFoe Street at Santa Monica Aw
Rev. W. S. Dunn, Pastor

Bible School 9:45 a. m.
Morning service at 11 o'clock.
Communion, reception of members.
Anthem by the choir.
Young People's meetings 6:45 p.m.
Song service, 7:30 p. m. Sermon by Rev. W. S. Dunn, "The Faith Cure."
Music by the choir.
Tuesday, 6 p. m., girls' club.
Thursday, 7:30 p. m., choir rehearsal.
Friday, 7:15 p. m., Boy Scouts.
You are cordially invited to meet with us in the services of the church.
Go to Church Sunday.

SACRED HEART CATHOLIC CHURCH
Cor. DeFoe St. and Saratoga Ave.
Rev. P. C. Santy, Pastor

Ocean Beach—Sundays, Mass at 8:30 a. m. Sunday school at 9:30. Rosary and Benediction of the Blessed Sacrament at 7:30 p. m. Week-day Mass at 8:00 a. m.

Roseville—Sundays, Mass at 10. Sunday school at 10:30. Mass at 8 every first Saturday of the month.

UNION CONGREGATIONAL CHURCH
(Corner Defoe Street and Santa Monica Avenue)
F. J. Stoetzel, Pastor.

Sunday school 9:45 a. m.
Morning service at 11 o'clock.

NEW TRINITY CHAPEL
John B. Osborn, L. R. in charge.

Sunday school at 9:45 a. m.
Morning prayer at 11 o'clock.

Phone or send your orders for PRINTING, from the smallest card to a poster, to The Beach News, for service and satisfaction.

PHONE BAYVIEW 0017

If it's about the beaches
It's all in "The Beach News."
Only One Dollar for One Year

OCEAN BEACH POSTOFFICE
U. S. MAIL SCHEDULE
By Postmaster H. K. Rankin

General Delivery—8 a.m. to 6 p.m.
Money Order Department—8 a.m. to 5:30 p.m.
Mail arrives and is distributed 10:30 a.m. and 4:30 p.m.
Mail departs 10:15 a.m. and 4:15 p.m.
Sundays and holidays, mail departs 10 a.m.
Mail closes 10 a.m. and 4 p.m, or 15 minutes before daily departure.
Windows not open on Sundays.

PENINSULA MASONIC LODGE
No. 620, F. & A. M.
Stated meetings first Thursday in each month at Masonic Hall, 5019 Newport avenue, Ocean Beach, Calif.

O. B. POLICE SUB-STATION
Abbott St., near Santa Monica Ave.
Phone Bayview 0431
Sergeant Geo. W. Churchman;

OCEAN BEACH LIBRARY
1967 Abbott Street
Open from 2 to 8 p. m.

"BUY AT HOME"
Patronize Community Merchants

IF YOU HAVE
HOUSES
FOR RENT
Classified Ads Get Quick Results.
WE CIRCULATE

STRICTLY Union Printing, at regular city prices. For service and satisfaction, Phone Bayview 0017.